

**Sensory Marketing and Brand Love on Repurchase
Intention Among Independent Local Coffee Shop
Consumers in Tebet, South Jakarta**



THESIS

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Title

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Intention Among Independent Local Coffee Shop
Consumers in Tebet, South Jakarta**

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A THESIS

**Submitted in a partial fulfilment of the requirements for
the degree of Bachelor of Business Administration**

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We hereby declare that this Thesis is from the student's own work, has been read and presented to the Institute IPMI Board of Examiners, and has been accepted as part of the requirements needed to obtain a Bachelor of Business Administration Degree and has been found to be satisfactory.

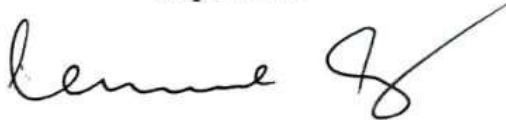
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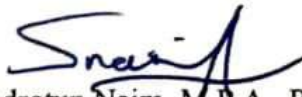
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NON PLAGIARISM DECLARATION

This Thesis is a presentation of my original research work. Wherever contributions of others are involved, every effort is made to indicate this clearly with due reference to the literature and acknowledgment of collaborative research and discussion.

Also, this work is being submitted in partial fulfilment of the requirement for the Bachelor of Business Administration degree and has not previously been accepted in substance for any degree and is not being concurrently submitted in candidature for any degree.

Jakarta, 13 March 2026



Keri Yanto

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ABSTRACT

The rapid expansion of Independent Coffee Shops in urban areas has intensified competition and increased the need for businesses to create distinctive and memorable customer experiences. While sensory marketing has been widely acknowledged as an effective experiential strategy, empirical findings regarding its influence on repurchase intention remain mixed. In addition, previous studies have primarily emphasized direct effects, offering limited explanation of the emotional processes through which sensory experiences encourage consumers to return. This gap is particularly evident in the context of Independent Local Coffee Shops in emerging markets. To address this issue, the present study examines the effect of sensory marketing on repurchase intention and explores the mediating role of brand love.

A quantitative research design was adopted using survey data collected from consumers of Independent Coffee Shops in Tebet, South Jakarta. The data were analysed using Partial Least Squares–Structural Equation Modelling (PLS-SEM) to assess both the measurement and structural models.

The findings reveal that sensory marketing significantly and positively influences both brand love and repurchase intention. Brand love also has a significant positive impact on repurchase intention. However, the direct influence of sensory marketing on repurchase intention is stronger than its indirect effect through brand love, indicating partial mediation. These results suggest that sensory stimulation plays a central role in encouraging repeat purchases, while emotional attachment to the brand strengthens, but does not replace, this effect.

This study contributes to the literature by clarifying the emotional pathway linking sensory marketing and repurchase intention in the Independent Coffee Shops sector. From a managerial standpoint, the findings highlight the importance of designing consistent multisensory experiences while nurturing emotional connections with customers to sustain repeat patronage.

Keywords: Sensory Marketing, Brand Love, Repurchase Intention, Independent Coffee Shops, Consumer Behaviour

CHAPTER 1

INTRODUCTION

1.1 Research Background

Globally, coffee is no longer just a commodity product; it has become an experience-based societal and lifestyle oriented culture. It has a commercial value exceeding 132 billion USD and annual consumption of more than 176 million bags (Statista, 2024), and today Coffee is no longer perceived merely as a beverage, but as a symbol of identity, socializing and urban culture.

For Millennials and those from Generation Z, coffee shops act as “third places,” providing social spaces for the intersection between creativity, self-expression, and productivity (Euromonitor International, 2024; Bae & Kim, 2023). This shift has made the coffee business more competitive and forces operators to compete on something other than just how good their product tastes, but also how immersive an experience they are in terms of sight, sound, smell, tactile comfort and taste.

This global transformation has led academics and industry analysts to classify coffee shops based on scale, operational style, and customer experience. The literature generally divides coffee shops into four main categories:

1. Global chains like Starbucks, Costa Coffee, and Coffee Bean & Tea Leaf, which have standardized operations around the world.
2. National or domestic chains like Kopi Kenangan, Janji Jiwa, Fore, Maxx Coffee, and J.Co Coffee that use the same methods across the country.
3. Independent or artisan/specialty coffee shops, usually owned by one person or a small group of people who care a lot about craftsmanship, atmosphere, and unique sensory experiences, like Tuku Kopi.
4. Survival or micro-scale coffee shops that don't have a lot of money, space, or customers and are very likely to go out of business. These groups help show how resources, strategies, and customer experiences are different in the industry.

These global trends are strongly reflected in Indonesia. As the world’s fourth-largest coffee producer, Indonesia has experienced annual coffee consumption

growth of approximately 8.2%, exceeding national economic growth rates (BPS, 2023). This increase is driven by rapid urbanization, the rise of remote working practices, and evolving lifestyle-oriented consumption patterns.

Although demand remains strong and cafés continue to function as popular social and working spaces, the industry faces significant challenges. Independent businesses often struggle to maintain quality standards amid rising operational costs and intense competition. Industry reports indicate that up to 70% of small food and beverage businesses fail within their first one to three years due to limited differentiation and managerial constraints. These risks highlight the growing importance of experiential strategies, particularly for independent coffee shop operators. Jakarta is a very dense example of this trend. Industry surveys say that there are about 7,500 coffee shops in all four categories in the capital. Tebet is one of the most competitive small markets in its districts.

This relatively small subdistrict has about 180 active coffee shops, according to Google Business data from 2025. This concentration is strengthened by Tebet's advantageous location. It is located at the crossroads of three major railway stations: Cawang, Tebet, and Manggarai. These stations serve as transportation hubs for people traveling to and from Cibubur, Bogor, Depok, Bekasi, and the larger Jabodetabek region. This steady stream of people commuting from the city keeps foot traffic high every day and makes cafés a natural choice for places to work, socialize, and transition. Tebet has a lot of residential areas, small businesses, creative studios, and office clusters, in addition to being well-connected to transportation. The fact that Tebet Eco Park is a major lifestyle destination makes it even more popular with young adults, fitness communities, remote workers, and creative professionals who come here every day. These demographic and geographic factors have made Tebet a lively ecosystem where global and national chains, artisan cafés, and small shops all compete fiercely for the same urban market segment of people aged 20 to 50.

Initial observations for this study validate the intensity and complexity of the competition. Field visits show that Independent Coffee Shops, which are the main focus of this research, use a lot of different ways to stand out. To get younger customers and keep them longer, many of them add fun things like pool tables,

group games, and themed design ideas. Some businesses set themselves apart from chain competitors by focusing on the look of their interiors, the music they play, the unique brewing methods they use, and the unique smells they create. Interviews with local owners show that they are worried about the same things over and over: even though they spend a lot of money on ambiance and sensory elements, they still lose a lot of customers. After the first "honeymoon period," many cafés see a big drop in visits. Operators frequently cite difficulties stemming from inconsistent customer experiences, insufficient seating, inadequate parking, and intense competition from larger chain brands that provide more uniform environments.

These observations align with prior academic literature investigating customer loyalty in Indonesian coffee shops. Research shows that loyalty is influenced by a mix of emotional, cognitive, and experiential factors, such as satisfaction, trust, switching cost, and perceived value. Recent research shows sensory experiences can enhance customer perception, their influence on repurchase intention frequently occurs via emotional connections, such as brand affinity. Emotional attachment alone is insufficient. These insights highlight the importance of understanding the psychological factors that influence repeat patronage, particularly in highly competitive, non-mall environments featuring independent cafés. Although sensory marketing has been widely recognized as improving customer experience the customer experience better, but there isn't a lot of real-world proof that it works, especially in new markets like Indonesia. Most of the research on sensory marketing has been done in Western or standardized business settings. There hasn't been much research on independent local cafés in busy urban areas. Independent businesses in Tebet have their own set of competitive pressures, and their businesses are very fragile and don't keep customers for long. This makes it a good place to study how sensory cues affect emotions and behaviour.

This study seeks to investigate the impact of sensory marketing on repurchase intention among consumers of Independent Coffee Shops in Tebet, utilizing brand love as a mediating variable. The results are anticipated to enhance scholarly comprehension of experiential marketing while offering pragmatic insights for

bolstering customer loyalty and ensuring business sustainability in one of Jakarta's most competitive coffee shops markets.

1.2 Problem Statement

Tebet, South Jakarta has about 180 coffee shops in a small area (Google Maps Business, 2025), making it one of the most competitive micro-markets in Indonesia. This dense ecosystem includes many independent specialty coffee shops that aren't in malls, as well as global and national chains. Independent businesses are the most vulnerable because they don't have a lot of money, their operations aren't always smooth, and they are under a lot of pressure from chain competitors that offer the same services. Industry studies show that small-scale food and beverage businesses, like independent cafés, are very fragile. Many of them face business failure in the first few years because of tough competition, rising costs of doing business, and weak ways to set themselves apart (Bizsense, 2025; Luden Coffee Analysis, 2024). People still want to buy coffee, but small, Independent Coffee Shops are having trouble keeping their customers.

Preliminary interviews with café owners in Tebet show that there is a persistent problem, even though they spend a lot of money on things like the look of the interior, the music, the lighting, the smell, and the quality of the signature drinks, customers often don't come back after their first visit. Many cafés say that foot traffic drops sharply after the first "honeymoon period." This suggests that sensory improvements alone may not be enough to get people to buy again. These field insights indicate that the psychological mechanisms linking sensory cues to sustained loyalty are not sufficiently understood from the perspective of independent operators.

The existing literature emphasizes the importance of sensory marketing in shaping consumer perceptions and emotional responses (Krishna, 2012; Hultén, 2011). However, the evidence remains inconclusive. Some studies assert that sensory experiences can directly influence repurchase intention, while others demonstrate that their effects are mediated through emotional constructs such as brand love (Iglesias et al., 2023). A study on customer loyalty in Indonesian local coffee shops underscores the significance of satisfaction, trust, and perceived value in building loyalty (Silalahi & Novenson, 2024).

Despite these insights, scholarly understanding remains limited in three important respects:

1. Empirical studies remain limited that look at independent, non-mall coffee shops in cities with a lot of people and a lot of competition.
2. Most of the sensory marketing studies that are out there come from Western or chain-based settings, which makes it hard to know if they apply to Indonesia's fragmented, experience-driven independent café sector.

Consequently, the principal issue examined in this study is as follows:

In the highly competitive urban coffee shops market, where there is a lot of competition, a high risk of failure, and inconsistent customer retention, how does sensory marketing affect the desire to buy again? To what extent does brand love mediate this relationship?

Research Question

1. How does sensory marketing affect Brand love among local coffee consumers in Tebet?
2. How does Brand love affect repurchase intention among local coffee consumers in Tebet?
3. How does sensory marketing directly affect repurchase intention among local coffee consumers in Tebet?
4. Does Brand love mediate the effect of sensory marketing on repurchase intention?

1.3 Research Objectives

1. To analyse how sensory marketing shapes brand love among consumers of local coffee shops in Tebet, particularly through multisensory cues that generate emotional attachment.
2. To examine how brand love influences repurchase intention, capturing the extent to which emotional connection motivates repeat purchasing behaviour.
3. To evaluate whether sensory marketing has a direct effect on repurchase intention, independent of emotional mechanisms.
4. To assess the mediating role of brand love in linking sensory marketing to repurchase intention.

1.4 Research Benefits

1.4.1 Theoretical Contributions

This study enhances the Stimulus–Organism–Response (S–O–R) theoretical framework by integrating emotional (brand love) mechanisms to elucidate how sensory marketing influences consumer responses. The results enhance existing knowledge by demonstrating the impact of multisensory cues in service settings on both emotional and behavioural outcomes, especially in the context of loyalty development.

The research substantiates sensory marketing as a distinct construct, proficient in assessing consumer experience beyond the overarching context of brand experience. This study investigates a highly competitive emerging market, offering empirical evidence from Indonesia, a context that is underrepresented in sensory and experiential marketing literature. It also enhances understanding of the dynamics of emotional attachment within lifestyle-oriented industries, such as local coffee shops.

1.4.2 Managerial and Practical Contributions

This study provides practical insights for local coffee shops owners and managers on how to design and improve sensory elements like the layout of the space, the lighting, the smell, the music, and the way drinks are served to make their customers feel more connected and trust them more. The results make it clear to marketers and business developers that emotional engagement is important for keeping customers loyal, even when prices and products are similar across competitors. The research elucidates the challenges Independent Coffee Shops face in retaining repeat customers, highlighting the strategic significance of sensory differentiation as a fundamental factor in customer retention.

The study also shows policymakers and people in the creative economy how sensory driven businesses can help the economy in cities, especially in fast changing areas like Tebet where consumers looking for new experiences shape the local business scene.

1.4.3 Academic and Educational Value

This study offers significant reference material for students, researchers, and educators in the fields of marketing, consumer psychology, and entrepreneurship.

The empirical evidence derived from an Indonesian urban context enhances scholarly discourse on sensory marketing, emotional attachment, and the development of customer loyalty. It also lays the groundwork for future research investigating consumer experiences and behavioural outcomes in emerging markets characterized by swiftly evolving lifestyle industries.

1.5 Thesis Systematic Structure

This thesis is structured into five main chapters, each serving a specific academic purpose and logically connected to the overall research objectives.

1. Chapter I Introduction

This chapter presents the introduction of research, including the background, previous empirical evidence, research scope, problem statement, objectives, significance and relevance, definitions of key terms, and outlines of the thesis. It contains an introduction to the significance of the subject and its relationship with both theory and practice.

2. Chapter II Literature Review

This chapter gives a full overview of important theories and previous research. It includes talks about sensory marketing, brand love and the repurchase intention. Then it goes over the conceptual framework and the creation of hypotheses. The theoretical model is predicated on the Stimulus–Organism–Response (S-O-R) framework that directs the investigation.

3. Chapter III Research Methodology

This chapter talks about the research design, the population, the sampling methods, the measurement tools, the data collection instrument, and the data analysis techniques. It elucidates the operational definition of variables and the statistical methodology utilized to examine the hypotheses, particularly through structural equation modeling (SEM) or regression analysis.

4. Chapter IV Results and Discussion

This part shows the results of the data analysis, which includes descriptive statistics, hypothesis testing, and an explanation of the results. It talks about how the results compare to or differ from previous studies and goes into more detail about the theoretical and managerial implications that come from the data.

5. Chapter V Conclusions and Recommendations

The final chapter summarizes the main findings of the study, presents the key conclusions, and offers suggestions for future researchers and practitioners. It shows how sensory marketing strategies can be used in real life to get customers to stay loyal to local coffee shops.

CHAPTER 2

LITERATURE REVIEW

2.1 Theoretical Foundation

This research is based on the Stimulus–Organism–Response (S–O–R) Theory formulated by Mehrabian and Russell (1974), which asserts that environmental stimuli (S) trigger internal emotional (O), resulting in behavioural responses (R). In the realm of coffee consumption experiences, sensory marketing serves as the stimulus, brand love signifies internal organismic responses, and repurchase intention operates as the behavioural response.

This framework offers a robust psychological basis for elucidating the transition of customers' sensory perceptions into emotional attachment.

Table 2.1 Stimulus-Organism-Response

Stage	Variable	Psychological Mechanism	Expected Outcome
Stimulus (S)	Sensory Marketing	External sensory cues (visual, auditory, olfactory, gustatory, tactile)	Emotional and cognitive activation
Organism (O)	Brand Love	Emotional attachment	Affective satisfaction
Response (R)	Repurchase Intention	Behavioural loyalty manifested in repeat purchase and advocacy	Sustainable customer retention

2.2 Sensory Marketing

2.2.1 Definition

Sensory marketing is the use of sight, sound, smell, taste, and touch to make people feel something, change how they think about a product, and change how they act (Krishna, 2021). It presumes that consumers are not solely rational decision-makers but are significantly swayed by sensory experiences that trigger memories, emotions, and brand associations. Service industries, like coffee shops, are a good example because sensory elements are not just things that make people feel good; they are also parts of the value proposition that shape how people think about quality, authenticity, and relaxation (Krishna 2021; Iglesias et al., 2023).



Figure 2.1 Five Sense -Sensory Marketing

In a coffee shop, sensory marketing includes everything that appeals to the five senses, like the smell of freshly brewed coffee, the sound of background music, the feel of the seats, the taste of the drinks, and the look of the space. Together, these things create an immersive experience that makes customers feel emotionally connected and unique.

2.2.2 Dimensions and Indicators of Sensory Marketing

Based on Hultén (2011), Krishna (2012), and Zha et al. (2024), sensory marketing can be categorized into five dimensions:

Table 2.2 Dimension & Indicator Sensory Marketing

Dimension	Explanation	Indicators
Visual Sense	How visual elements create perception and identity.	Interior design harmony, lighting, colour palette, and visual aesthetics.
Auditory Sense	The effect of music and sound on emotion and comfort.	Music tempo, volume comfort, genre appropriateness, and acoustic quality.
Olfactory Sense	The influence of scent in evoking memory and satisfaction.	Coffee aroma quality, air freshness, and fragrance consistency.
Gustatory Sense	Taste experience that represents brand uniqueness.	Flavour richness, taste consistency, and product freshness.
Tactile Sense	Physical sensations that enhance comfort and intimacy.	Texture of furniture, room temperature, and physical comfort.

These five sensory dimensions constitute the stimulus (S) in this study, as they directly affect customers' internal emotional states and potential behavioural outcomes.

2.3 Brand Love

2.3.1 Definition

Brand love is a deep emotional connection that consumers form with a particular brand, marked by emotions of passion, affection, and dedication (Carroll & Ahuvia, 2006; Batra et al., 2012). The emergence of brand love as a psychological construct can be attributed to Steinberg's (1986) triangular theory of love (figure 2.2). There are three parts to brand love: passion, closeness, and commitment. The concept of brand love necessitates additional research to thoroughly elucidate its influence on consumer brand relationships (Roy et al., 2013). Consumer sentiment regarding a brand profoundly influences emotional reactions and assessments of the brand

(Batra et al., 2012). Brand love is very important because it shows a strong connection between consumers and the brand (Huber et al., 2016). Marketers have learned that it's important to connect with customers on an emotional level instead of just focusing on the brand's unique selling points (Trivedi, 2018b).

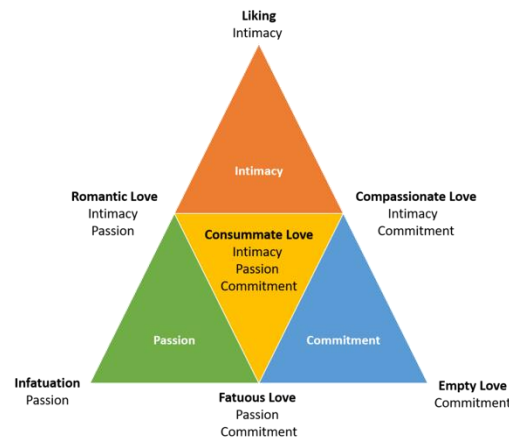


Figure 2.2 Psychology Theory Brand Love

Brand love extends beyond simple satisfaction or preference and represents a deeper emotional bond it is a lasting emotional bond that affects both how people feel and how they act. When people love a brand, they don't just see it as a product or service they see it as a part of themselves that gives them emotional and symbolic meaning.

Local Field observations indicate that brand love happens when customers are consistently happy with the smell of coffee, the warmth of the atmosphere, the friendliness of the baristas, and the brand's consistency in service. These kinds of experiences make people feel like the brand is a part of their lives, which makes them feel like they belong and keeps them loyal for a long time.

Recent studies corroborate this emotional perspective of brand love as a significant predictor of consumer behaviour. Iglesias et al. (2023) discovered that sensory brand experiences substantially augment brand love, thereby reinforcing repurchase intention. Bae and Kim (2023) also found that brand love is a better predictor of loyalty among Generation Z consumers than satisfaction alone. These studies confirm the emotional pathway posited

in this research: sensory stimuli elicit affective attachment, which ultimately fosters behavioural loyalty.

2.3.2 Dimensional Structure

Primarily on the simplified first-order reflective model put forth by Carroll and Ahuvia (2006) and further developed by Albert and Merunka (2022), brand love is understood to consist of three interconnected dimensions:

Table 2.3 Dimension & Indicator Brand Love

Dimension	Explanation	Indicators
Passion for the Brand	The intensity of emotional attraction and enthusiasm a consumer feels toward the brand.	“I feel happy and excited when visiting this coffee shop.” “I genuinely enjoy the experience this brand offers.”
Self Brand Integration	The extent to which the brand becomes part of the consumer’s self-concept or identity.	“This coffee shop represents my lifestyle.” “I identify myself with this brand.”
Commitment and Long-Term Intention	The willingness to continue and maintain a long-term relationship with the brand.	“I intend to keep visiting this coffee shop regularly.” “I will remain loyal to this brand in the future.”

These three dimensions represent the emotional, identity-related, and relational parts of brand love, illustrating the transformation of emotional attachment into repeated behaviour.

2.3.3 Theoretical Implications

Brand love is an emotional link that connects sensory experiences to customer loyalty. When sensory marketing works, it makes people feel

good, and they then associate those feelings with the brand. If this affection is kept up by regular experiences, it turns into love, which is a mental state characterized by passion and commitment. In the competitive urban coffee shops market of Tebet, brand love is not only a result of product quality, but also a strategic emotional tool that creates loyalty and sets a brand apart. Yadav and Rahman (2024) assert that brand love in experiential contexts is enhanced by recurrent positive interactions and tempered by trust. Consequently, in this study, brand love functions as the mediating variable elucidating the transformation of sensory experiences into loyal behavioral intentions.

2.4 Repurchase Intention

2.4.1 Definition

Repurchase intention refers to the consumer's probability or readiness to purchase from the same brand again (Hellier et al., 2003). It shows behavioural loyalty that comes from good emotional and cognitive evaluations of a brand.

For coffee shops, customers' willingness to come back, tell others about the café, and stick with it even when there are better deals are all signs of their intention to buy again.

2.4.2 Dimensions and Indicators of Repurchase Intention

Based on Zeithaml et al. (1996), Oliver (1999), and Ding et al. (2022), repurchase intention consists of three key dimensions:

Table 2.4 Dimension & Indicator Repurchase Intention

Dimension	Explanation	Indicators
Revisit Intention	The likelihood of returning to the same café.	“I intend to visit this coffee shop again.”
Word-of-Mouth Intention	The willingness to recommend the brand to others.	“I will tell my friends about this coffee shop.”

Preference Continuity	Maintaining preference over competing brands.	“I will still choose this coffee shop even if others offer discounts.”
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Repurchase intention represents the response (R) variable in the S–O–R framework, reflecting customer loyalty behavior.

2.5 Hypothesis Development

2.5.1 The Influence of Sensory Marketing on Brand Love

The Stimulus–Organism–Response (S–O–R) framework says that sensory marketing is the link between the stimulus that makes people feel things. Krishna (2012) and Zha et al. (2024) say that different sensory elements, like smell, sight, sound, and taste, can help create an emotional connection between the brand and the customer. Brand love is when people feel affection, attachment, and loyalty to a brand. When it comes to coffee shops, sensory marketing makes the space feel like a place where people can connect with the brand on an emotional level. Gao and Shen (2024) showed that sensory experiences have a positive effect on how emotionally attached customers become to a brand. So, we put forward the following hypothesis:

H1: Sensory marketing significantly and positively influences brand love among local coffee shops consumers in Tebet, Jakarta.

2.5.2 The Effect of Brand Love on Repurchase Intention

Brand love is an emotional connection that keeps customers coming back. It is a strong sign that someone will buy from you again. Batra et al. (2012) and Iglesias et al. (2023) say that customers are more likely to go to these coffee shops and support it if they have an emotional connection to the brand. In the context of these coffee shops, consumers are driven to return and support the brand consistently when they experience an emotional connection to it. The study conducted by Bae & Kim (2023) emphasized that brand love exerts a more significant impact on repurchase intention than mere satisfaction, especially among younger urban consumers. From these insights, we propose the following hypothesis:

H2: Brand love positively influences repurchase intention among local coffee shops consumers in Tebet, Jakarta.

2.5.3 The Direct Effect of Sensory Marketing on Repurchase Intention

Brand love may be a link between sensory marketing and repurchase intention the desire to buy again, but sensory marketing may also have a direct effect on how people act. The S-O-R model posits that, even in the absence of emotional attachment, external stimuli (sensory experiences) can directly influence consumer decision-making. Research conducted by Zha et al. (2024) and Hallikainen et al. (2024) indicates that sensory marketing can directly influence a consumer's intention to repurchase by enhancing their overall satisfaction with the brand. This aligns with the notion that gratifying sensory experiences enhance the likelihood of return. Therefore, the following hypothesis is proposed:

H3: Sensory marketing directly influences repurchase intention among local coffee shops consumers in Tebet, Jakarta, beyond its indirect emotional influence.

2.5.4 The Mediating Role of Brand Love in the Relationship Between Sensory Marketing and Repurchase Intention

Brand love is an important emotional mechanism that is based on the idea that it connects sensory experiences with how people act as consumers. Sensory marketing boosts brand love and repurchase intention. Iglesias et al. (2023) have noted that sensory experiences foster an emotional connection with the brand, leading to repeat purchases and customer loyalty. Emotional connection is important for building long-term customer loyalty in the coffee shops business, especially in cities like Tebet where there is a lot of competition. Emotional connection is very important for getting customers to stay loyal for a long time. So, the following hypothesis is put forward:

H4: Brand love mediates the relationship between sensory marketing and repurchase intention among coffee consumers in Tebet, Jakarta.

2.6 Theoretical Framework

The study examines the relationship between sensory marketing (independent variable) and brand love (intervening variable), with repurchase intention as the dependent variable, as illustrated in Figure 2.3. This model posits brand love as a mediating variable that affects the relationship between Sensory marketing and repurchase intention. The initial hypothesis (H1) propose that sensory marketing has a substantial and affirmative impact on brand love. The second hypothesis (H2) asserts that brand love positively affects the repurchase intention. The third hypothesis (H3) suggest that sensory marketing directly influences repurchase intention, The fourth hypothesis (H4) posits that brand love serves as a mediator in the relationship between sensory marketing and repurchase intention.

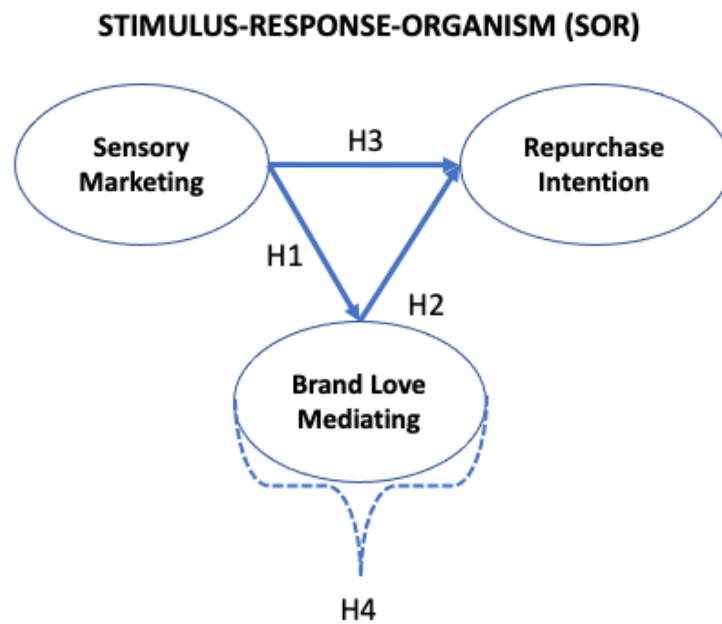


Figure 2.3 Theoretical Visual Framework

Previously Studied Research :

No	Title	Year	Variables	Findings	Research Gap
1	The Impact of Sensory Experiences on Perceived	2024	Sensory marketing, perceived quality,	Sensory cues (sight, sound, smell, touch) significantly	Limited research on sensory marketing's

No	Title	Year	Variables	Findings	Research Gap
	Quality and Customer Satisfaction in Retail		customer satisfaction	improve consumers' perceived quality and satisfaction in retail settings.	emotional impact on Brand love and repurchase intention.
2	How Sensory Brand Experiences Foster Brand Love and Repurchase Intention	2023	Sensory marketing, brand love, repurchase intention	Sensory experiences positively impact brand love, which in turn increases repurchase intention among consumers in service settings.	Need for deeper analysis of moderating effects, such as brand trust, on the sensory experience-loyalty link.
3	Exploring the Moderating Effect of Brand Trust on the Relationship Between Brand Love and Loyalty	2023	Brand love, brand trust, loyalty	the effect of brand love on customer loyalty, making emotional attachment more enduring and stable.	Limited exploration of brand love in sensory-driven loyalty models.
4	Brand Love Versus Satisfaction: A	2023	Brand love, satisfaction, loyalty	Brand love is a stronger predictor of	Insufficient focus on how sensory

No	Title	Year	Variables	Findings	Research Gap
	Comparative Study of Emotional Drivers of Loyalty Among Gen Z			loyalty than satisfaction alone, particularly for younger urban consumers.	marketing leads to brand love in specific urban contexts (e.g., coffee shops).
5	Consistency in Sensory Cues and Its Effect on Brand Distinctiveness and Emotional Stability	2024	Sensory cues, brand distinctiveness, emotional stability, brand love	Consistency in sensory experiences builds brand distinctiveness and emotional stability, reinforcing brand love and consumer loyalty.	Lack of studies on sensory cues' direct impact on repurchase intention, particularly in coffee shops.
6	The Role of Sensory Experience in Consumer Brand Loyalty: An Experimental Study	2022	Sensory experience, brand loyalty, emotional engagement	Sensory experiences significantly affect emotional engagement and loyalty, with tactile and olfactory senses playing key roles in long-term attachment.	Focused mainly on product-based industries, not service-based contexts like coffee shops.

No	Title	Year	Variables	Findings	Research Gap
7	Brand Love and Consumer Behavior in the Coffee shops Industry	2023	Brand love, consumer behavior, loyalty, repurchase intention	Brand love significantly influences consumer behavior in coffee shops, with emotional attachment driving repurchase intention in a highly competitive market.	Studies are limited to Western countries; insufficient research in emerging markets like Indonesia.
8	Brand Trust and Emotional Attachment in Consumer Loyalty: A Comparative Study of Service Brands	2022	Brand trust, emotional attachment, consumer loyalty	Emotional attachment to a brand, moderated by trust, significantly enhances customer loyalty and reduces switching behavior.	Need for deeper understanding of brand love as a mediator between emotional attachment and repurchase intention.
9	The Effect of Sensory Marketing on Brand Loyalty	2023	Sensory marketing, brand loyalty,	Sensory marketing creates a unique brand	There is a lack of research on coffee shops

No	Title	Year	Variables	Findings	Research Gap
	in the Restaurant Industry		repurchase intention	experience that drives customer loyalty and repurchase intention in the restaurant industry.	and how sensory elements differ between cultures.

Sensory marketing has been shown to have a big effect on brand love and repurchase intention in a number of different places. Nevertheless , its emotional effects are still not well understood, especially in coffee shops. Brand love is a well-known reason why customers stay loyal to a brand, but we need to do more research on the link between sensory experiences and brand love, especially in cities like Tebet, Jakarta. There hasn't been much research on sensory marketing and brand loyalty in the coffee shops industry, especially in new markets like Indonesia.

CHAPTER 3

RESEARCH METHODOLOGY

3.1 Research Design

This study will employ a quantitative research design utilizing a causal explanatory framework to investigate the interrelations among sensory marketing, brand love, and repurchase intention among local coffee shops customers in Tebet, Jakarta. The primary objective of this research is to examine how sensory marketing affects brand love (the mediator) and repurchase intention (the dependent variable).

A cross-sectional design will be utilized, indicating that data will be gathered at a singular time point. This design is suitable for examining the relationships among the variables and evaluating the proposed hypotheses. Structural Equation Modelling (SEM) will be utilized (SEM), specifically Partial Least Squares (PLS), to look at the model's direct, indirect, and mediating effects.

Table 3.1. Variable Type Dimensionality

Variable	Type	Dimensionality	Description
Sensory Marketing	Second-order reflective	Multidimensional (Visual, Auditory, Olfactory, Tactile, Gustatory)	Captures sensory stimuli perceived in the coffee shops environment.
Brand Love	Second-order reflective	Multidimensional	Measures emotional engagement, excitement, and attachment.
Repurchase Intention	First-order reflective	Unidimensional	Indicates the consumer's behavioural intention to revisit or repurchase.

3.2 Population and Sampling

3.2.1 Population

The participants in this study are individuals aged 18 to 50 who regularly frequent independent local coffee shops in Tebet. This study defines "active consumers" as individuals who visit these coffee shops at least once a month to ensure that respondents have recent and accurate sensory impressions. This criterion aligns with the consumer behavior segmentation adopted by Euromonitor International (2024) and the empirical study on Indonesian café patrons conducted by Silalahi and Novenson (2023), which classifies monthly visitors as active category users. Additionally, research in sensory marketing reveals that sensory memory related to ambiance, aroma, soundscape, and tactile experiences significantly declines after 30 to 40 days (Krishna, 2012). Wahyudi and Rachmawati (2021) assert that a monthly visitation frequency ensures the reliability of recall when participants evaluate experiential facets of café environments. So, only including people who have been to an independent local coffee shops in the last month helps make sure that the answers about how people feel, how they act, and how they plan to act are accurate. This group of people was chosen because there are so many coffee shops in the area. Google Maps Business data from 2025 shows that there are about 180 coffee shops in Tebet, making it one of the most coffee-rich areas in Jakarta. At the city level, the coffee shops business has also grown a lot. Philo Coffee's national mapping (April 2025) says that there are 7,583 coffee shops in Jakarta and the cities around it, showing how quickly the business is growing and how tough the competition is.

Tebet is also important in terms of demographics. Most of the people who live in the district are urban, working-age adults (18 to 50 years old), and it serves as a transportation hub because it is close to three major transit points: Cawang Station, Tebet Station, and Manggarai Station. These stations make it easy for people from Bogor, Depok, Bekasi, and East Jakarta to get to work, socialize, or relax in Tebet every day. Tebet Eco Park also makes it a better lifestyle destination that draws in young professionals

and students, two groups of consumers who are very responsive to sensory marketing. The study's population consists of local coffee shops patrons in Tebet, Jakarta, specifically those who frequent these establishments. This study concentrates on the 18 to 50-year-old demographic, which constitutes the majority of coffee shops patrons in the area, as coffee shops serve as a prevalent gathering place for urban professionals. People in this group are very responsive to sensory marketing, and they are likely to give useful information about what makes people love a brand and want to buy it again.

3.2.2 Sampling

This research involves using a non-probability purposive sampling technique. This method lets the researcher choose people to answer questions who meet certain study goals, like their age range, how often they go to coffee shops, and how well they know the café culture in Tebet, Jakarta. To get a wide range of opinions from regular customers, respondents will be chosen from a number of coffee shops in the area.

This study uses the suggestions of Hair et al. (2014) and Memon et al. (2020) to figure out the sample size. They say that for SEM–PLS, a minimum of 100 respondents is enough for models that are not too complex. The 10 times rule with main of path variables says that 100 respondents is the best number, but for this study's number of constructs and indicators, a sample of 100 or more is fine to get valid and reliable results. This study implements a non-probability purposive sampling technique. This method is suitable because the research intends to incorporate solely respondents who satisfy particular behavioral criteria pertinent to the study variables, such as:

1. Being 18–50 years old,
2. Visiting coffee shops at least once per month,
3. Having experience purchasing from independent local cafés in Tebet, and
4. Being familiar with the sensory environment of a café.

To make sure that the target population is represented, respondents will be recruited from several Independent Coffee Shops outside of malls. Offline methods will be used to reach a wide range of consumers.

This study uses several statistical rules to figure out the right sample size:

1. Hair et al. (2019) minimum recommends 100 respondents for SEM models with multiple latent variables, mediation, and moderation paths.
 2. The 10 times rule (Hair et al., 2014) indicates a minimum of 100 respondents, based on the number of indicators in the largest construct.
- consideration of these rules into account and the fact that the model is complicated (it has four latent variables, one mediator, and one moderator), this study aims for a sample size of 100 respondents to make sure that the model is stable and has strong statistical power.

3.2.3 Data Collection

Data will be collected using a structured questionnaire distributed offline in person at selected coffee shops in Tebet. This ensures that a wide and diverse group of consumers is included in the study. The questionnaire will consist of closed-ended questions with Likert scale items to measure the variables of interest. These items will assess sensory marketing, brand love and repurchase intention. The Likert scale will range from 1 (strongly disagree) to 5 (strongly agree). A pre-test of the questionnaire will be conducted with 30 respondents to assess clarity and validity. Feedback will be used to refine the survey instrument before final data collection.

3.2.4 Measurement of Variables

Each variable will be measured using established scales from prior research, ensuring validity and reliability.

Table 3.2 Measurement of Variable

Variables	Definition	Dimension	Code	Items	Scale
Sensory Marketing	Sensory marketing refers to the use of sensory cues (sight,	Visual	SMV1	The visual design and layout of the coffee shops are appealing.	Likert Scale

Variables	Definition	Dimension	Code	Items	Scale
	sound, taste, smell, and touch) to enhance the customer experience in coffee shops.				
			SMV2	The coffee shops has a modern and attractive aesthetic.	Likert Scale
			SMV3	The decoration and color scheme of the coffee shops are pleasing to the eye.	Likert Scale
Sensory Marketing		Auditory	SMA1	The music played in the coffee shops creates a pleasant atmosphere.	Likert Scale
			SMA2	The background noise level is comfortable and does not disturb my experience.	Likert Scale
			SMA3	The sound environment	Likert Scale

Variables	Definition	Dimension	Code	Items	Scale
				in the coffee shops is enjoyable and relaxing.	
Sensory Marketing		Olfactory	SMO1	The aroma of freshly brewed coffee enhances my experience at the coffee shops.	Likert Scale
			SMO2	The smell in the coffee shops makes me feel relaxed and comfortable	Likert Scale
			SMO3	The fragrance of the coffee shops is inviting.	Likert Scale
Sensory Marketing		Tactile	SMT1	The seating arrangements in the coffee shops are comfortable.	Likert Scale
			SMT2	The temperature inside the coffee shops is ideal for comfort	Likert Scale
			SMT3	The texture of the coffee cups and	Likert Scale

Variables	Definition	Dimension	Code	Items	Scale
				materials enhances my overall experience.	
Sensory Marketing		Gustatory	SMG1	The taste of coffee is always satisfying and consistent	Likert Scale
			SMG2	The flavor options at the coffee shops cater to my preferences.	Likert Scale
			SMG3	The coffee's taste quality is exceptional every time.	Likert Scale
Brand Love	Brand love refers to the emotional attachment and affection that consumers have toward a brand, reflecting their passion and commitment	Passion	BLP1	I feel a strong emotional attachment to this coffee shop	Likert Scale

Variables	Definition	Dimension	Code	Items	Scale
			BLP2	I am excited to visit this coffee shop	Likert Scale
			BLP3	I enjoy spending time at this coffee shop	Likert Scale
Brand Love		Self–Brand Integration	BLSB1	This coffee shop represents my personal style and preferences.	Likert Scale
			BLSB2	I consider this coffee shop to be part of my lifestyle	Likert Scale
			BLSB3	I identify with the values this coffee shop represents.	Likert Scale
Brand Love		Commitment	BLC1	I am committed to continuing to visit this coffee shop.	Likert Scale
			BLC2	I would continue to visit this coffee shop even if there were other options.	Likert Scale

Variables	Definition	Dimension	Code	Items	Scale
			BLC3	I plan to stay loyal to this coffee shop for the long term.	Likert Scale
Repurchase Intention	Repurchase intention refers to the likelihood that a consumer will return to a brand or business to make future purchases.	Unidimensional	RI1	I intend to visit this coffee shop again.	Likert Scale
			RI2	I would recommend this coffee shop to others.	Likert Scale
			RI3	I will continue to choose this coffee shop over other options.	Likert Scale

3.3 Techniques of Data Analysis

3.3.1 Data Analysis

Structural Equation Modeling (SEM), specifically Partial Least Squares (PLS), will be used to analyze the data. PLS-SEM is a good choice because it can work with complicated models that have many constructs and latent variables. This method will let you test direct, indirect, and moderating effects all at the same time.

3.3.2 Outer Model Partial Least Squares (PLS)

The outer model tests the relationships between latent variables and their indicators.

1. Validity

Validity evaluates the effectiveness of a quantitative study in precisely measuring a concept (Heale, R.; Twycross, A., 2015). Validity testing aims to enhance the clarity of studies and research findings while reducing potential bias in both quantitative and qualitative research settings (Singh, 2014). Thatcher (2010) contends that the accuracy and reliability of a measuring instrument utilized in quantitative research are crucial for evaluating research validity.

We will check the validity of the data we collected to see if it is correct. This test will look for both convergent and discriminant validity. In scientific research, convergent validity is predicated on the concept of the extracted average variance (AVE). Hanseler's research (2009) indicates that AVE is considered invalid if it falls below 0.5. When the value is higher than 0.5, a high level of convergent validity is considered valid and significant. The principle of discriminant validity is used to help us understand the idea better. Two ideas can only be thought of as separate if they are very different from each other (Hanseler, 2009).

2. Reliability

Heale et al. (2015) assert that assessing the consistency of a measurement requires the execution of a reliability test. According to Blumberg et al. (2005), "reliability" means that a measurement can always give the same value. Sekaran et al. (2016) assert that a reliability test demonstrates the uniformity of measurements in predicting the desired outcome. PLS-SEM uses different indicators to check reliability, like reliability and internal consistency reliability indicators. According to Hanseler's (2009) study, it is essential to take the reliability indicator into account when looking at data. This indicator takes into account the unique loading of each indication. It is found by multiplying the outer loading by the indicator's reliability value, which should be at least 0.70 (or 0.60 in

exploratory research). To keep the indicators from being too similar, it's important to set a maximum value of 0.95. This is very important for keeping the research paper's content reliable. For the best results, it is usually best to aim for a range of 0.70 to 0.90. Cronbach's alpha and Composite Reliability (CR) will be used to test the reliability (Hair et al., 2019). If CR and Cronbach's alpha are both above 0.7, it means that the data is consistent within itself.

3.3.3 Inner Model Partial Least Squares (PLS)

To conduct the inner model tests, it is necessary to perform both the goodness of fit and hypothesis testing procedures (F. Hair Jr et al., 2014).

1. Coefficient of Determination (R-Square)

The coefficient of determination, also called R-squared or r-squared, is a statistical measure that shows how well a regression model fits the data points. The R-squared value, which is also called the coefficient of determination, can be used to see if changes in the independent variable will cause changes in the dependent variable. This number, which can be anywhere from 0 to 1, tells you how much changes in the independent variables affect changes in the dependent variable. A perfect R^2 (R Squared) value means that the regression predictions match the data perfectly. A value of 0 means that the model doesn't accurately predict the outcome. Hanseler et al. (2009) say that a value close to 0 means that the independent variable doesn't have a strong effect on the dependent variable or doesn't help make accurate predictions. When the value is close to 1, it means that the independent variable gives almost all the information needed to guess the dependent variable.

2. Predictive Relevance (Q-Square)

Based on Hanseler et al. (2009), The Stone-Geisser method uses sample reuse to find the Q square value, which is a measure of how well the PLS path model predicts outcomes after cross-validation. The Stone-Geisser criterion is often used to look at the structure model, while Q Square is used to look at cv-redundancy. The Smart PLS website says this. There are a number of statistical methods in PLS-Graph that can help you figure

out how important regression coefficients are. Some of these methods are the standard Student's *t* statistic, jack-knife, and bootstrapping. Scientists use a method to find the Stone Geisser *Q* Square value that involves blindfolding the person and using the same sample more than once. The *Q* Square number tells you how good the PLS path model is at making predictions. Mat Ron's 2014 study says that the Stone Geisser *Q* Square value is found by comparing the model's predicted values to the real values in the validation sample. Akter et al. (2011) say that the Stone Geisser *Q* Square number can be anywhere between -1 and 1. If the prediction is very accurate, the value is 1. If the *q*-square score is greater than 0, it means that the study model is valid and can make accurate predictions.

3. Hypothesis Testing

Significance testing is a scientific method used to test hypotheses. It means checking a claim or hypothesis about a population parameter by looking at data from a sample. The objective is to assess the probability of obtaining a sample statistic, contingent upon the validity of the hypothesis (Gravetter & Wallnau, 2017).

The researcher will use SmartPLS's bootstrapping function to get the *t*-statistics and *p*-values. This will let us test our research hypotheses in great detail, which will make us very sure of our results. If the bootstrap value is 1.96 or higher, it means that the variable being tested has a strong and statistically significant effect on another variable. If the bootstrap value is less than 1.96, the effect is not very strong (Ghozali, 2014). During the research process, researchers use certain criteria to decide whether to accept or reject a hypothesis. One way to do this is to reject the null hypothesis (*H*₀) and accept the alternative hypothesis (*H*₁) when the *t*-statistic is greater than 1.96. You could also say that you accept *H*₁ if the *p*-value is less than 0.05, which is the level of significance.

Mediation Testing Use SEM-PLS to see if the paths from sensory marketing to brand love and from brand love to repurchase intention work. Figure out how sensory marketing affects the desire to buy again through

brand love. Use bootstrapping (with 5,000 resamples) to see if the indirect effect is important.

3.4 Research Framework

Finding out what the research problem is the first step in making a research framework. This is what the whole study is based on. After that, some preliminary research is done to learn more about the problem's background and range. Then, a literature review is done to look at the research, theories, and findings that have already been published on the subject. This helps find holes in the research and helps come up with hypotheses. The next step is to come up with testable ideas, or hypotheses, based on the gaps in the literature. Once the hypotheses are established, a survey is conducted, and data is collected from the respondents, typically through structured questionnaires. We make sure that the survey tools we used are good for the analysis by checking the validity and reliability of the data we collected. After checking the data's validity and reliability, statistical tools like SEM-PLS (Partial Least Squares) are used to test the hypotheses and see how the variables are related to each other. Next, the researcher talks about and looks at the results of the hypothesis testing in the findings, analysis, and discussion phase.

Finally, the study ends with suggestions for new areas of research and recommendations based on the results. The last part of the research process is a conclusion that includes suggestions. This makes sure that the study improves both theoretical understanding and practical usefulness.

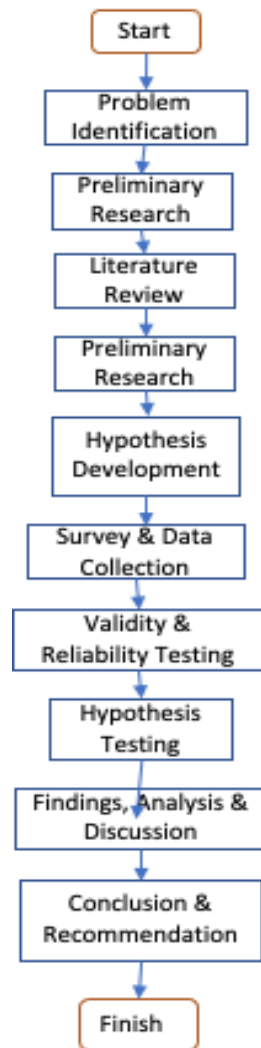


Figure 3.1 Research Framework

CHAPTER 4

FINDING, ANALYSIS AND DISCUSSION

4.1 Descriptive Analysis

This chapter explains the findings and analysis derived from the data collected in this study. The descriptive analysis serves as a preliminary step to present an overview of the respondents' profiles and their general perceptions regarding the research variables, prior to the structural model analysis utilizing Partial Least Squares Structural Equation Modelling (PLS-SEM). The analyzed data in this study are primary data collected directly from respondents with actual consumption experience at local Independent Coffee Shops in Tebet, Jakarta. We checked and screened all the data we collected to make sure they were good enough for more statistical analysis.

4.1.1 Data Collection

Data collection was conducted using an offline survey method through structured questionnaires. The questionnaires were given directly to people who came to five Independent Coffee Shops in Tebet, Jakarta Selatan. This method was chosen to make sure that the people who answered the questions had real and recent experiences with the coffee shops being rated. The time to collect data was from December 12, 2025, to January 7, 2026. During this time, customers were given questionnaires in person after they had finished their visit. This method helped the researcher make sure that everyone who answered the questions understood them and met the requirements. This investigation selected a minimum of 100 samples, informed by a prior study conducted by Ghozali in 2014.

4.1.2 Screening Questionnaire

The screening questionnaire was designed to minimize response bias and to ensure that only respondents with sufficient experience were included in the analysis. The data was collected to ensure the respondents fulfilled the criteria. The valid data that the researcher got from respondents is 100 respondents.

1. Experience Visiting Independent Local Coffee shops in Tebet

The first requirement for screening was that people had to have been to Independent Coffee Shops in Tebet. In this study, Independent Coffee Shops are defined as businesses that are not part of a chain and do not belong to a national or international franchise. Individuals who frequented franchise coffee shops were omitted from the study. The sample did not include visitors who were experiencing the coffee shops for the first time, as first-time visitors may not have established stable perceptions regarding sensory experience, brand attachment, or behavioural intention.

2. Frequency of Visit (Minimum Once per Month)

The second requirement was that people had to have gone to the coffee shops at least once a month. People who visited the coffee shops at least once a month were considered eligible because this frequency shows that they had been there before and had enough experience to judge the sensory qualities and brand-related perceptions of the coffee shops. This requirement makes sure that the people who answer the question have spent enough time in the coffee shops to decide if they want to go back.

3. Residence in Jakarta Greater Area

The third screening criterion mandated that respondents reside in the Jakarta Greater Area (Jabodetabek). This requirement was put in place to keep things consistent because people in this area have similar lifestyles, ways of getting around, and coffee shops habits.

4.1.3 Respondents' Characteristics

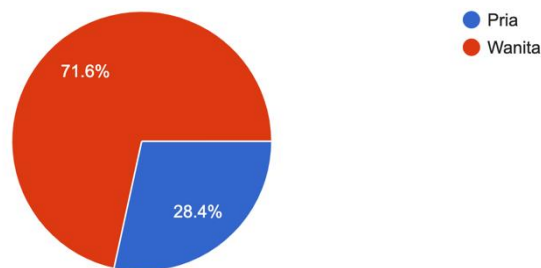
The characteristics of the respondents are shown to give a demographic picture of the sample used in this study. This information helps to put the results in context and makes sure that the people who answered the questions are representative of the group of people that the research is trying to reach.

1. Gender

According to the analysis of the respondent profiles, there are 100 valid participants in this study. The gender breakdown shows that 71.6% of the people who answered are women and 28.4% are men. This distribution shows that most of the people who answered were women. The

predominance of female participants indicates that their viewpoints may exert a greater impact on the overall results of the study. However, the fact that a significant number of male respondents were included shows that the sample still shows gender diversity.

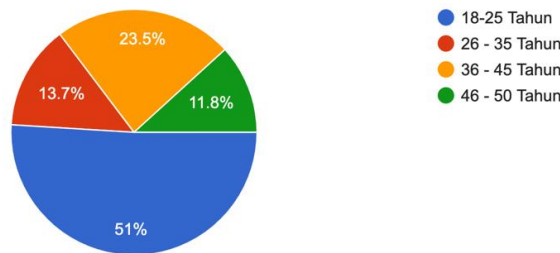
Table 4.1 Gender



2. Age

The total number of valid participants in this study is 100, based on the age profile of the respondents. The results show that most of the people who answered the survey were between the ages of 18 - 25, making up 51% of the sample. This is followed by 23.5% of people aged 26 to 35, 13.7% of people aged 36 to 45, and 11.8% of people aged 46 to 50. The prevalence of respondents aged 18–25 years indicates that the study predominantly reflects the perspectives of young adults. People in this age group tend to be more socially active, open to new experiences, and able to adapt to trends. This could affect how they think and act about the variables studied in this research. At the same time, the fact that there are respondents from older age groups shows that the sample is not limited to one generation. Even though there are fewer of them, people aged 26 and up still add valuable points of view that help us better understand the research context. This age composition is relevant to the research context, as consumers within these age ranges tend to value experiential consumption, making them suitable respondents for examining sensory marketing, brand love and repurchase intention.

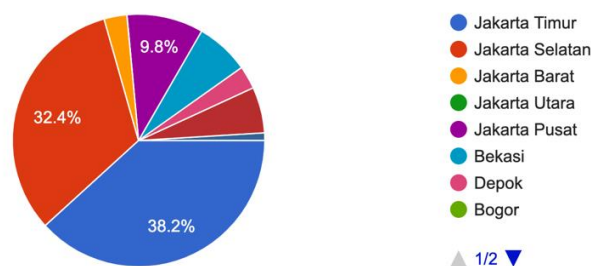
Table 4.2 Age Profile



3. Residential Area

Based on where the respondents live, most of them live in East Jakarta, which is 38.2% of all the respondents. South Jakarta comes next at 32.4%, which means that most of the people who took part are from these two areas. 9.8% of the sample comes from West Jakarta, while the rest comes from Central Jakarta, North Jakarta, Bekasi, Depok, and Bogor in smaller numbers. This distribution indicates that the study is predominantly represented by respondents from East and South Jakarta. These areas may be more important than others because of how many people live there, how easy it is to get to them, or how relevant the research context is to people who live there. Consequently, the perceptions and behaviours indicated in the findings are likely influenced by urban characteristics prevalent in these regions. Nevertheless, the inclusion of respondents from surrounding areas such as Bekasi, Depok, and Bogor indicates that the sample is not limited to a single locality.

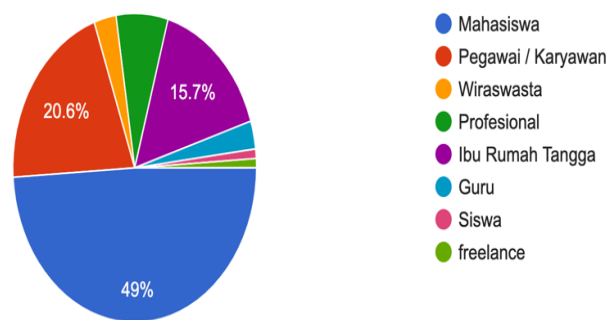
Table 4.3 Location Profile



4. Occupation

Based on the occupational profile of respondents The results show that students make up the largest group of respondents, with 49% of the total. This is based on the respondents' job profiles. After that, 20.6% of the respondents are private-sector workers, and 15.7% are entrepreneurs. The rest of the participants are made up of professionals, housewives, teachers, school students, and freelancers, each of whom makes up a small percentage of the total. The predominance of student respondents suggests that the study is significantly shaped by the viewpoints of individuals who are typically more attuned to digital trends, social interactions, and modern consumption habits. This trait may influence responses concerning attitudes, perceptions, and behavioural intentions investigated in this study.

Table 4.4 Occupation Profile



5. Frequency of Coffee shops Visits per Month

This section provides an analysis of consumer visit frequency and loyalty within the coffee shops. The following is the distribution of consumption intensity based on data from 100 respondents.

The majority of people who answered the survey are high-intensity visitors (> 2 Times Per Week), which means they go to coffee shops more than twice a week. This group makes up 35.3% of the whole sample, which means that there are a lot of very dedicated and engaged customers who go to coffee shops on a regular basis.

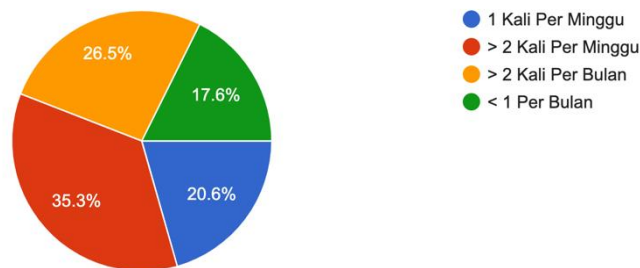
The second-largest group is moderate-intensity visitors (> 2 Times Per Month), who made up 26.5% of the respondents. These customers go to

coffee shops more than twice a month, which shows that they drink coffee regularly but not as much as heavy users.

For 20.6% of the sample are regular weekly patrons (1 Time Per Week), which means they go to coffee shops exactly once a week. This group shows a stable group of customers who buy things on a regular basis. The low-intensity visiting group (< 1 Per Month), which makes up 17.6% of responses, is the smallest group. These people go to coffee shops less than once a month, so they are occasional customers.

Overall, these results show that proportion a large number of respondents visit the coffee shops on a regular basis, while others engage less frequently. This difference in visit frequency reflects in consumer needs, lifestyle, and purchasing behaviour, which is important for understanding customer experience and its potential influence on repurchase intention.

Table 4.5 Frequency Visit of Coffee Shops



4.2 Descriptive Statistics

Descriptive statistical analysis was performed to assess respondents overall perceptions of each indicator across the research variables. This analysis examines the mean and standard deviation values to ascertain the overall trend and variability of respondents attitudes towards sensory marketing, brand love and repurchase intention. Researchers will present and analyse the data gathered from the survey. The data will be thoroughly examined, with a focus on interpreting the Likert scale and analysing the measurement indicators for each variable discussed in this study.

Table 4.6 Interval Classification

Likert Scale	Interval	Classification
1	1.00 – 1.79	Strongly Disagree
2	1.80 – 2.59	Disagree
3	2.60 – 3.39	Neutral
4	3.40 – 4.19	Agree
5	4.20 – 5.00	Strongly Agree

Allow me to provide you with a comprehensive analysis of the Likert scale, that includes its intervals and classifications:

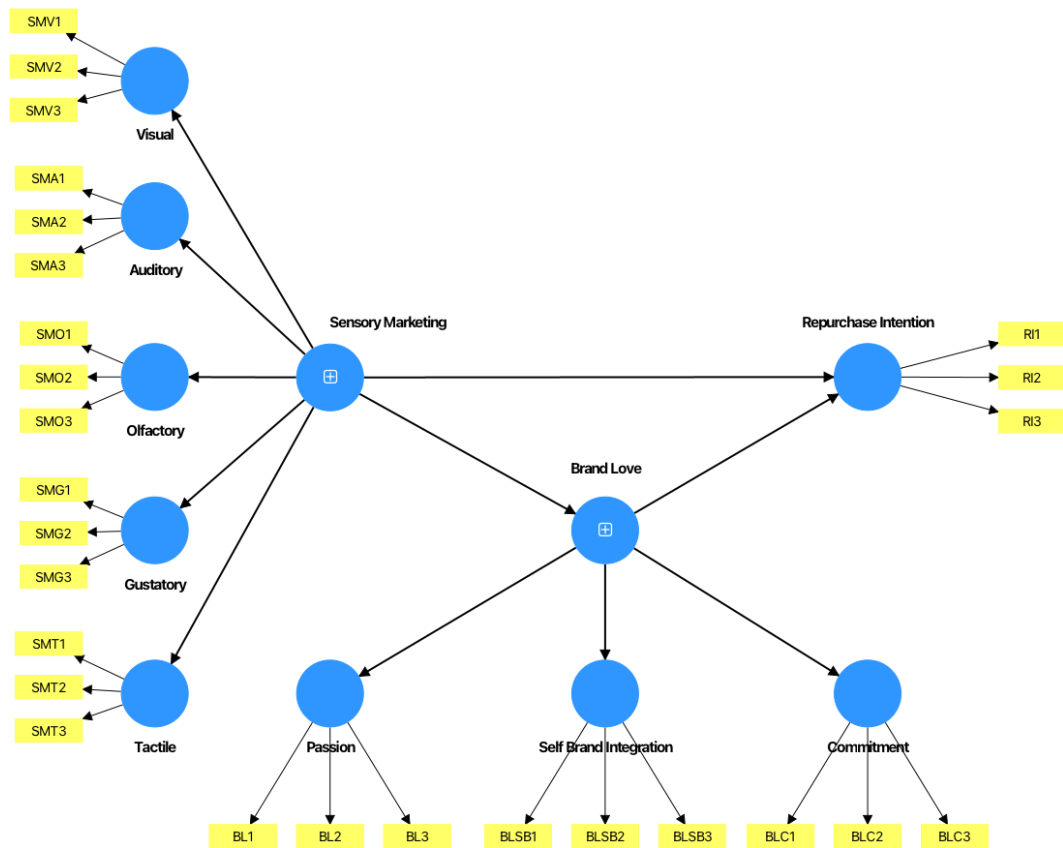


Figure 4.1 Visual Graphic Dimensions Smart PLS

4.2.1 Indicators of Sensory Marketing

Sensory Marketing was measured through five distinct dimensions are Visual, Auditory, Olfactory, Gustatory, and Tactile. Overall, the findings indicate that the coffee shops has successfully implemented a multisensory strategy, as evidenced by high mean scores across all five dimensions.

1. The Dominance of Visual Aesthetics

The Visual dimension serves as a primary driver of the sensory experience. Indicator SMV2 (interior design and colour scheme) got a high score of 4.190, and SMV1 (aesthetically pleasing appearance) got a score of 4.170. This means that, in terms of practicality, the Instagram able factor of the coffee shops is its best feature.

2. Gustatory and Olfactory

The coffee shops's core product performance is reflected in the Gustatory (Taste) and Olfactory (Smell) dimensions, The first Taste (SMG1), This indicator received the highest overall mean score of 4.200. This confirms that while the shop is visually attractive, it does not compromise on product quality. Consistent taste (SMG2: 4.100) is what likely drives the 35.3% of respondents who visit more than twice a week. The second aroma (SMO3): Scoring 4.190, the scent of coffee is proven to make customers feel comfortable staying longer. This "dwell time" is a crucial bridge that converts a simple visit into Brand Love (0.700) and Commitment (0.932).

3. Auditory and Tactile

The first Auditory, the background music (SMA1: 3.890) and matching sound environment (SMA2: 3.900) are rated slightly lower than other dimensions but still remain in the "Good" category. This implies that while the music is comfortable, it acts more as a background support rather than a primary draw. The second tactile, The physical elements like tables and cups (SMT2: 4.080) and comfortable furniture (SMT1: 4.030) show that the coffee shops provides a pleasant tangible experience, encouraging customers to use the facilities for extended periods.

Table 4.7 Descriptive Statistic : Sensory Marketing

No	Variable	Dimensions	Indicators	Mean	Standard deviation
1			SMV1: The visual appearance of this coffee	4.170	0.749

No	Variable	Dimensions	Indicators	Mean	Standard deviation
	Sensory Marketing	Visual	shop is attractive and aesthetically pleasing.		
			SMV2: The interior design and color scheme of this coffee shop create a pleasant visual impression.	4.190	0.717
			SMV3: The overall visual presentation of this coffee shop enhances my experience.	3.950	0.684
2		Auditory	SMA1: The background music in this coffee shop creates a comfortable atmosphere.	3.890	0.882
			SMA2: The sound environment in this coffee shop matches its concept and identity.	3.900	0.728
			SMA3: make my visit more enjoyable.	3.980	0.693
3	Sensory Marketing	Olfactory	SMO1: The aroma inside this coffee shop is pleasant and appealing.	4.090	0.708
			SMO2: The smell of coffee in this shop enhances my overall experience.	3.950	0.698
			SMO3: The scent in this coffee shop makes me feel comfortable staying longer.	4.190	0.809

No	Variable	Dimensions	Indicators	Mean	Standard deviation
4	Sensory Marketing	Gustatory	SMG1: The taste of the products served in this coffee shop meets my expectations.	4.200	0.693
			SMG2: The flavor quality of the coffee products is consistent.	4.100	0.686
			SMG3: The taste of the coffee encourages me to return to this coffee shop.	4.100	0.714
5	Sensory Marketing	Tactile	SMT1: The furniture and physical facilities of this coffee shop feel comfortable to use.	4.030	0.754
			SMT2: The texture and quality of physical elements (tables, cups, seating) feel pleasant.	4.080	0.658
			SMT3: The physical comfort of this coffee shop enhances my overall experience.	3.670	0.788

4.2.2 Indicators of Brand Love

The second core variable, Brand Love, looks at how deeply and long-lastingly customers feel about the coffee shops. According to the SmartPLS 4 results, this variable is looked at from three angles such Passion, Self-Brand Integration, and Commitment. The results show that the brand has gone beyond just being a service provider and has become an important part of its customers lives.

1. Passion Dimension (Emotional Attachment)

This dimension measures the intensity of positive emotions and excitement associated with the brand, the first Emotional Attachment (BLP1): The average score for the statement "I feel emotionally attached to this coffee shop" was 3.800. This means that the people who answered the question have a strong emotional connection to the coffee shops. Such attachment plays a crucial role in fostering long-term loyalty, as reflected by the high structural path coefficient to Commitment at 0.932, the second Visit Enjoyment (BLP2): Respondents gave a score of 3.620, which means that they agree that going to the coffee shops is something they enjoy activity. The third Positive Feelings (BLP3): "This coffee shop makes me positive feelings" got the highest mean score of 3.920 in this group. This result indicates that the coffee shops's main strength is that it can make customers feel good during their visit.

2. Self-Brand Integration Dimension (Identity Alignment)

This dimension appears at the extent that the brand has become a part of the consumer's identity. The first Lifestyle Reflection (BLS1): The average score for the statement "This coffee shop reflects my personal lifestyle" was 3.570. This means that customers believe the brand's image fits well with how they live their lives. The second Self-Representation (BLS2), The average score for "I think this coffee shop represents who I am" was 3.360. This is the lowest score in the category, but it is still in the moderate-high range. This means that the brand means a lot to some of the customers. The third Personal Connection (BLS3): Respondents gave their "sense of personal connection" a score of 3.200, which supports the idea that there is a special bond between the customer and the business.

3. Commitment Dimension (Long-term Loyalty)

The Commitment variable measures the psychological bond and enduring aspiration of customers to sustain a relationship with the coffee shops. The analysis shows the results for each indicator, the first Intention to Continue Visiting (BLC1): The average score for the statement "I am committed to continuing to visit this coffee shop" was 3.540. This score shows that the people who answered the survey have a strong intention to stay loyal customers in the

future. The second Long-term Relationship Maintenance (BLC2): Respondents also rated the indicator "I intend to maintain a long-term relationship with this coffee shop" at 3.540. Even though it has a higher standard deviation (0.953) than other indicators, it shows that customers see the brand as a reliable choice for their coffee drinking habits. The third Brand Prioritization (BLC3): The indicator "I am willing to prioritize this coffee shop over others" scored 3.540. This finding is important because it shows that the brand has reached "top-of-mind" status, which means that customers are willing to choose this business over its competitors. Customers want to keep their relationship with the coffee shops.

Table 4.8 Descriptive Statistic : Brand Love

No	Variable	Dimensions	Indicators	Mean	Standard deviation
1	Brand Love	Passion	BLP: I feel emotionally attached to this coffee shop.	3.800	0.693
2			BLP2: I really enjoy visiting this coffee shop.	3.620	0.704
3			BLP3: This coffee shop gives me positive feelings.	3.920	0.703
1	Brand Love	Self-Brand Integration	BLS1: This coffee shop reflects my personal lifestyle.	3.570	0.828
2			BLS2: I feel that this coffee shop represents who I am.	3.360	0.819

No	Variable	Dimensions	Indicators	Mean	Standard deviation
3			BLS3: I feel a sense of personal connection with this coffee shop.	3.200	0.812
1	Brand Love	Commitment	BLC1: I am committed to continuing to visit this coffee shop.	3.540	0.805
2			BLC2: I intend to maintain a long-term relationship with this coffee shop.	3.540	0.953
3			BLC3: I am willing to prioritize this coffee shop over others.	3.540	0.865

4.2.3 Indicators of Repurchase Intention

Repurchase Intention is the result of the sensory experiences, trust, and emotional love that were talked about before. It tells you how likely it is that a customer will come back to the coffee shops to buy the same thing again. The SmartPLS 4 output shows that the data reveals a strong tendency for customers to come back. The first average score of 4.000 showed that respondents really wanted to go back to the coffee shops soon. The high score matches the profile data of the respondents, which shows that 35.3% of customers visit more than twice a week, showing that this is a behaviour that happens regularly. Intention to Purchase Again (RI2): The mean score for this indicator was 4.050, which was the highest. This means that the people who answered are very satisfied with the current products, which makes them very likely to choose the brand's beverages in the future. The second Near Future Visit Intention (RI1), The average score of 4.000 showed that respondents really wanted to go back to the coffee shops soon. The high score matches the profile data of the respondents, which shows that 35.3% of customers visit more than twice a week, showing that this is a behaviour that happens

regularly. The third Loyalty Despite Alternatives (RI3), The statement "I will continue choosing the selected coffee shops even though many alternatives are available" received a mean of 3.810. While slightly lower than the other indicators, it remains in a strong category, demonstrating that the brand has established a competitive advantage that keeps customers from switching to rivals.

Table 4.9 Descriptive Statistic: Repurchase Intention

No	Dimensions	Indicators	Mean	Standard deviation
1	Repurchase Intention	RI1: I intend to revisit the selected coffee shops in the near future.	4.000	0.800
2		RI2: I will purchase beverages from the selected coffee shops again.	4.050	0.753
3		RI3: I will continue choosing the selected coffee shops even though many alternatives are available.	3.810	0.833

4.3 Outer Model Partial Least Square (PLS)

4.3.1 Convergent Validity Result

The evaluation of convergent validity is an essential step in assessing the quality of the measurement model. According to Hair et al. and Ghazali, convergent validity is reached when there is each indicator demonstrates a strong correlation with its respective latent variable. In Partial Least Square analysis, this condition is fulfilled when the outer loading value of an indicator exceeds 0.50. Indicators with loading values above this threshold are thought to be able to accurately represent the construct being measured. In Chapter III, sensory marketing was conceptually designed as a second order construct based on theoretical considerations that view sensory marketing as a multidimensional concept. However, the empirical testing conducted in this study shows that all sensory marketing indicators meet the validity and reliability criteria directly.

Therefore, the analysis of the measurement model is conducted using a first-order approach, as it sufficiently represents the sensory marketing construct without requiring a hierarchical structure.

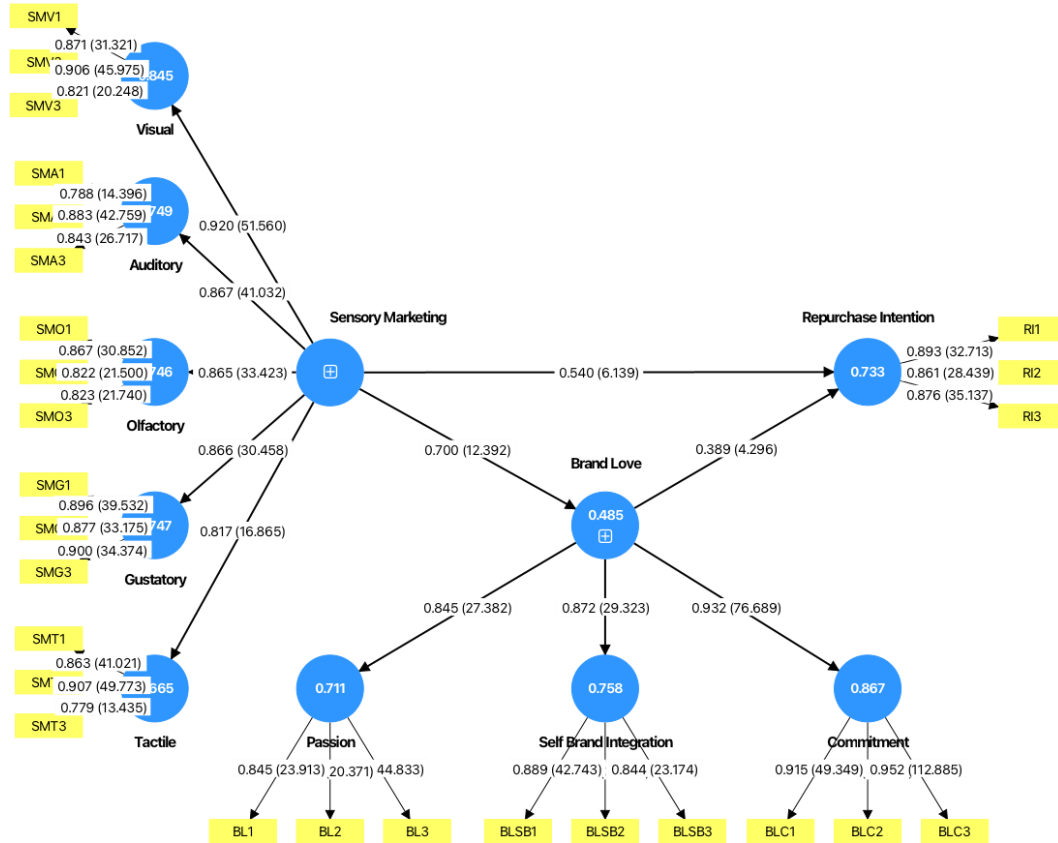


Figure 4.2 Loading Factor Analysis

Based on the results obtained from SmartPLS, all indicators used in this study meet the recommended convergent validity criteria. The findings are explained in detail according to each research variable to provide a clearer understanding of the measurement quality.

4.3.2 Loading factor analysis on Sensory Marketing

Convergent validity was evaluated to determine the degree to which indicators reflecting the same construct exhibit a significant proportion of shared variance. In Partial Least Squares Structural Equation Modeling, convergent validity is typically assessed via outer loading values, with a loading factor of 0.70 or above signifying that an indicator sufficiently reflects its underlying latent construct (Hair et al., 2019). The analysis of the measurement model indicates that the Sensory Marketing construct exhibits adequate convergent validity across all five sensory dimensions: visual, auditory, olfactory, gustatory, and tactile.

1. We used three indicators to measure the visual dimension. The outer loading values ranged from 0.821 to 0.906, which were all above the recommended level. Among these indicators, interior design and colour scheme emerged as the most influential, highlighting the critical role of visual appeal in shaping customers emotions within coffee shops environments. This result aligns with sensory marketing theory, which emphasizes that visual cues strongly influence both cognitive evaluations and emotional responses in retail contexts (Krishna, 2012). Previous research in the hospitality and coffee shops industries backs this up by showing that visual elements greatly increase the value of the experience and encourage customers to get more involved.
2. The auditory dimension also shows strong convergent validity, with outer loading values that range from 0.788 to 0.883. The uniformity of background music and soundscapes substantially improves the auditory construct. These findings indicate that sound-related components accurately reflect the auditory sensory experience experienced by consumers. This supports previous studies indicating that music and ambient noise can influence mood, comfort, and duration of stay in service settings, particularly in cafés and restaurants.
3. For the olfactory dimension, all measurement indicators showed loading values higher than 0.80. This means that there is a strong link between aroma-related attributes and the olfactory construct. This suggests that customers place considerable importance on the smell of freshly brewed coffee as well as the overall scent of the coffee shops when forming their experience. The finding aligns with the stimulus–organism–response (SOR) framework, which proposes that scent serves as a powerful environmental cue that may trigger emotional responses and shape behavioral intentions. Prior research further supports this result by showing that olfactory stimuli are closely associated with memory recall and emotional bonding, making them especially influential in experiential consumption settings.
4. The gustatory dimension shows the most convergent validity of all the sensory dimensions, with outer loadings between 0.877 and 0.900.

Indicators connected to taste satisfaction, flavor consistency, and motivation to return exhibit significant explanatory power. This shows that taste is a key factor that makes people want to go to coffee shops. Experiential consumption theory backs up the results. This theory says that the taste quality of a product directly affects how much value people think it has and how likely they are to buy it again, especially in food and beverage establishments.

5. The tactile dimension has loading values that are acceptable to strong, between 0.779 and 0.907. The tactile sensory experience is greatly affected by how comfortable the furniture is, how good the furniture is, as well as rough its surfaces are. One indicator shows a slightly lower loading than the others, but it is still above the minimum acceptable level, which means that the construct is well represented. This supports previous research indicating that physical comfort and material quality improve the overall service experience and intensify emotional responses to service environments.

Overall, the convergent validity assessment confirms that all indicators used to measure Sensory Marketing are valid and reliable

Table 4.10 Loading Factor Analysis: Sensory Marketing

No	Variable	Dimensions	Indicators	Loading Factor
1	Sensory Marketing	Visual	SMV1: The visual appearance of this coffee shop is attractive and aesthetically pleasing.	0.871
2			SMV2: The interior design and color scheme of this coffee shop create a pleasant visual impression.	0.906
3			SMV3: The overall visual presentation of this coffee shop enhances my experience.	0.821

No	Variable	Dimensions	Indicators	Loading Factor
4		Auditory	SMA1: The background music in this coffee shop creates a comfortable atmosphere.	0.788
5			SMA2: The sound environment in this coffee shop matches its concept and identity.	0.883
6			SMA3: The auditory elements of this coffee shop SMA3: make my visit more enjoyable.	0.843
		Olfactory	SMO1: The aroma inside this coffee shop is pleasantand appealing.	0.867
			SMO2: The smell of coffee in this shop enhances my overall experience.	0.822
			SMO3: The scent in this coffee shop makes me feel comfortable staying longer.	0.823
		Gustatory	SMG1: The taste of the products served in this coffee shop meets my expectations.	0.896
			SMG2: The flavor quality of the coffee products is consistent.	0.877
			SMG3: The taste of the coffee encourages me to return to this coffee shop.	0.900
		Tactile	SMT1: The furniture and physical facilities of this coffee shop feel comfortable to use.	0.863

No	Variable	Dimensions	Indicators	Loading Factor
			SMT2: The texture and quality of physical elements (tables, cups, seating) feel pleasant.	0.907
			SMT3: The physical comfort of this coffee shop enhances my overall experience.	0.779

4.3.3 Loading factor analysis on Brand Love

The results of the analysis show that the Brand Love construct has strong convergent validity across its three dimensions: passion, self-brand integration, and commitment. The outer loading values for all indicators are well above the minimum threshold, which shows that they are effective at capturing the emotional and relational aspects of brand love In a coffee shop contex.

1. There are three indicators that measure the passion dimension, and their loading values range from 0.827 to 0.885. These findings suggest that emotional attachment, enjoyment of visits, and favourable sentiments towards the coffee shops are significantly correlated with the passion aspect of brand love. This finding aligns with the conceptualization of brand love posited by Batra et al., which underscores intense positive emotions and affective responses as fundamental components of consumer–brand relationships. In experiential consumption environments like coffee shops, the emotional gratification from frequent visits is pivotal in enhancing fervent attachment.
2. The self-brand integration dimension also shows high convergent validity, with outer loading values between 0.844 and 0.892. Indicators on lifestyle reflection, self-representation, and personal connection exhibit significant explanatory capacity, indicating that consumers view the coffee shops as an extension of their self-identity. This is in line with self-congruity theory, which says that people are more likely to form strong emotional connections with brands that match how they see themselves. Previous research in

lifestyle-focused service contexts corroborates the idea that congruence between brand image and personal identity substantially amplifies brand love.

3. The commitment dimension has the highest convergent validity of all the dimensions, with loading values that are very high, between 0.915 and 0.952. These signs show that customers want to keep long-term relationships, put the coffee shops ahead of its competitors, and act in ways that show loyalty. This finding supports relationship marketing theory, which says that trust and strong emotional attachment are two of the most important things that come from commitment. Empirical evidence consistently demonstrates that elevated levels of brand affection result in enduring commitment and continued patronage, especially within service-oriented sectors.

Overall, the convergent validity test shows that the Brand Love construct's indicators reliably and consistently measure it. Each dimension effectively describes unique yet interconnected facets of emotional attachment, identity integration, and enduring commitment to the coffee shops.

Table 4.11 Loading Factor Analysis: Brand Love

No	Variable	Dimensions	Indicators	Loading Factor
1	Brand Love	Passion	BLP: I feel emotionally attached to this coffee shop.	0.845
2			BLP2: I really enjoy visiting this coffee shop.	0.827
3			BLP3: This coffee shop gives me positive feelings.	0.885
1	Brand Love	Self-Brand Integration	BLSB1: This coffee shop reflects my personal lifestyle.	0.899
2			BLSB2: I feel that this coffee shop represents who I am.	0.892

No	Variable	Dimensions	Indicators	Loading Factor
3			BLSB3: I feel a sense of personal connection with this coffee shop.	0.844
1	Brand Love	Commitment	BLC1: I am committed to continuing to visit this coffee shop.	0.915
2			BLC2: I intend to maintain a long-term relationship with this coffee shop.	0.923
3			BLC3: I am willing to prioritize this coffee shop over others.	0.952

4.3.4 Loading factor analysis on Repurchase Intention

The analysis results show that the Repurchase Intention construct has strong convergent validity. The outer loading values for all three indicators are high, between 0.864 and 0.892, which is well above the minimum acceptable level. These results show that the indicators are a good way to show how likely consumers are to buy something again In a coffee shop.

The first indicator, which shows how likely customers are to go back to the chosen coffee shops soon, has the highest loading factor of 0.892. This outcome indicates that revisit intention is a fundamental component of repurchase behaviour, signifying consumers' favourable assessment of previous experiences. Theoretically, this corresponds with the theory of planned behaviour, which asserts that behavioural intention is a direct precursor to actual behaviour, especially when previous experiences are positive.

The second indicator, which measures how likely customers are to buy drinks from the same coffee shops again, has a loading factor of 0.864. This finding shows that the desire to buy something again is closely related to how satisfied and valuable the person felt after using it before. Empirical research in the food and beverage industry consistently demonstrates that favourable service experiences and product quality substantially affect consumers' intentions to repurchase.

The third indicator shows that people would rather keep going to the same coffee shops even though there are other options. It has a strong loading value of 0.874. This outcome underscores the significance of attitudinal loyalty in influencing repurchase intention. Theoretically, this corroborates loyalty framework models positing that repurchase intention is influenced not only by convenience but also by emotional attachment, trust, and perceived brand differentiation.

Overall, the convergent validity assessment confirms that the Repurchase Intention construct is measured reliably and effectively by its indicators

Table 4.12 Loading Factor Analysis: Repurchase Intention

No	Dimensions	Indicators	Loading Factor
1	Repurchase Intention	RI1: I intend to revisit the selected coffee shops in the near future.	0.892
2		RI2: I will purchase beverages from the selected coffee shops again.	0.864
3		RI3: I will continue choosing the selected coffee shops even though many alternatives are available.	0.874

4.4 Average Variance Extracted (AVE)

The Average Variance Extracted (AVE) is a measure of how well a latent variable explains the differences between its indicators. Hair et al. and Ghazali assert that an AVE value of 0.50 or greater signifies that a construct captures over fifty percent of the variance of its indicators, thereby validating sufficient convergent validity at the construct level.

Table 4.12 AVE Value Result

Construct	Average variance extracted (AVE)	Result
Sensory Marketing	0.553	Valid
Visual	0.751	Valid

Construct	Average variance extracted (AVE)	Result
Auditory	0.704	Valid
Gustatory	0.794	Valid
Olfactory	0.702	Valid
Tactile	0.725	Valid
Brand Love	0.617	Valid
Passion	0.727	Valid
Self-Brand Integration	0.766	Valid
Commitment	0.865	Valid
Repurchase Intention	0.769	Valid

Based on the SmartPLS 4 processing results in table 4.16, the AVE values for all constructs in this study are summarized below:

1. Primary Constructs (Sensory Marketing & Brand Love): The two main hidden variables, Sensory Marketing and Brand Love, had AVE values of 0.553 and 0.617, respectively. Even though these numbers are on the lower end compared to other constructs, they are still Valid because they are higher than the minimum recommended threshold of 0.50. This means that the constructs do a good job of explaining more than 50% of the differences in the indicators.
2. Sensory Dimensions: Certain aspects of sensory marketing had very strong results. The AVE values for visual (0.751), auditory (0.704), olfactory (0.702), gustatory (0.794), and tactile (0.725) were all high. This shows again that the tools used are very good at capturing how people in the coffee shops are feeling.
3. Depth of Brand Love: The factors that make up Brand Love also showed strong validity, with Commitment (0.865) coming in first, Self-Brand Integration (0.766) coming in second, and Passion (0.727) coming in third. The very high number for commitment means that the answers to this question are very stable and consistent.

4. Repurchase Intention (0.769) were also declared valid with a convincing margin above the standard parameters.

Based on the results shown above, we can say that every construct in this research model has strong convergent validity. The research instrument effectively elucidates the variance of its indicators, as evidenced by consistently high AVE values exceeding 0.50. There is no need to get rid of or change any constructs. This gives us a strong base to move forward with Discriminant Validity testing and the analysis of the structural model (Inner Model).

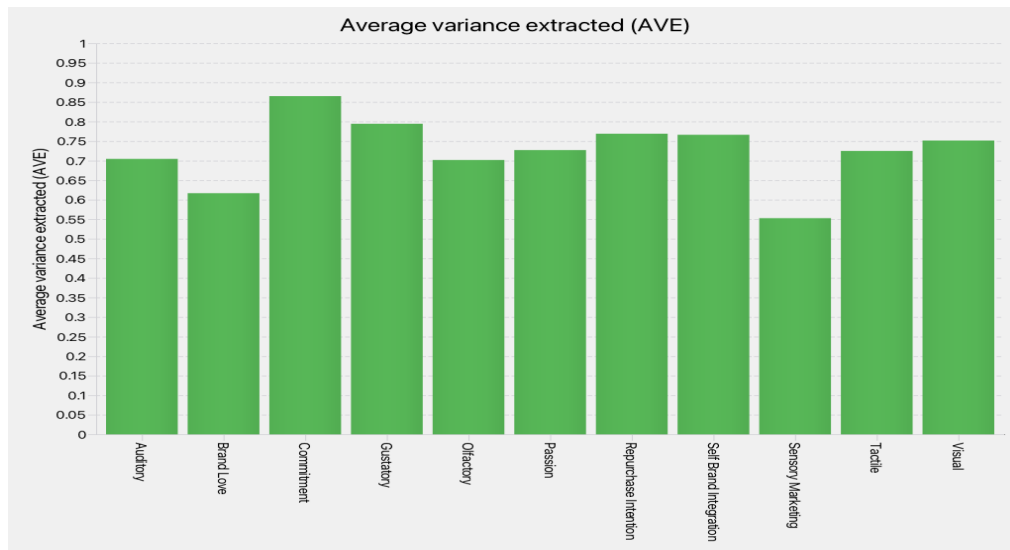


Figure 4.3 AVE of Variables and Dimensions

4.5 Discriminant Validity Result

Validity testing is done to see how well a measurement tool measures the idea it was made to measure. Ghazali asserts that validity denotes the accuracy and precision of indicators in depicting their corresponding constructs. Discriminant validity specifically seeks to ascertain whether a construct is genuinely separate from other constructs, thereby guaranteeing that each latent variable encapsulates a distinct concept. Henseler (2009) asserts that discriminant validity elucidates conceptual distinctions among constructs within a model.

4.5.1 Cross Loading Factor

The cross-loading method in SmartPLS is used to check for discriminant validity. Sekaran and Bougie (2016) assert that discriminant validity is attained when the loading value of an indicator on its designated construct exceeds its

loading values on alternative constructs. This criterion guarantees that indicators exhibit a more robust correlation with their corresponding latent variables than with others. According to the cross-loading results in Table 4.17, all indicators in this study exhibit satisfactory discriminant validity.

Table 4.13 Cross Loading Factors

Indicators	Sensory Marketing	Brand Love	Repurchase Intention
SMV1	0.819	0.490	0.648
SMV2	0.844	0.646	0.670
SMV3	0.724	0.427	0.492
SMA1	0.686	0.667	0.572
SMA2	0.750	0.511	0.569
SMA3	0.745	0.503	0.619
SMG1	0.811	0.586	0.695
SMG2	0.772	0.577	0.763
SMG3	0.727	0.486	0.626
SMO1	0.730	0.522	0.575
SMO2	0.653	0.487	0.502
SMO3	0.780	0.613	0.672
SMT1	0.750	0.452	0.623
SMT2	0.747	0.418	0.581
SMT3	0.569	0.382	0.382
BLP1	0.547	0.705	0.601
BLP2	0.492	0.665	0.513
BLP3	0.621	0.784	0.699
BLC1	0.583	0.845	0.655
BLC2	0.590	0.855	0.678
BLC3	0.613	0.899	0.704
BLSB1	0.594	0.824	0.589

Indicators	Sensory Marketing	Brand Love	Repurchase Intention
BLSB2	0.470	0.754	0.503
BLSB3	0.405	0.705	0.431
RI1	0.746	0.685	0.892
RI2	0.691	0.619	0.864
RI3	0.700	0.713	0.874

For the Sensory Marketing construct, all indicators from the visual, auditory, gustatory, olfactory, and tactile dimensions show the highest loading values on the Sensory Marketing variable. This is in comparison to Brand Love and Repurchase Intention. For instance, SMV1 has a loading of 0.819 on Sensory Marketing, which is higher than its loadings on Brand Love and Repurchase Intention. A similar pattern is seen for SMV2 and SMV3, which shows that visual-related indicators are clearly linked to sensory perceptions rather than emotional or behavioural constructs.

Auditory indicators (SMA1–SMA3) exhibit a stronger correlation with Sensory Marketing compared to other variables, affirming that auditory experiences are regarded as integral to the sensory environment. Similarly, gustatory indicators (SMG1–SMG3) demonstrate predominant loadings on Sensory Marketing, despite exhibiting moderate correlations with Repurchase Intention, thereby illustrating the theoretical connection between taste experience and future behavioural intention while preserving construct distinctiveness. Olfactory (SMO1–SMO3) and tactile indicators (SMT1–SMT3) exhibit a similar trend, with each indicator demonstrating its peak loading on Sensory Marketing, despite SMT3 displaying a comparatively lower loading in relation to other sensory indicators. Still, it loads more strongly on the construct it was meant to than on others, which shows that it has good discriminant validity.

The Brand Love construct shows definitive discriminant validity. Indicators of passion, self-brand integration, and commitment always have the highest loadings on Brand Love. For instance, BLP3 has a loading of 0.784 on Brand Love, which is higher than its loadings on Sensory Marketing, Brand Trust, and

Repurchase Intention. Brand Love has very strong loadings on commitment indicators like BLC1, BLC2, and BLC3. This backs up the idea that brand love is more than just trust or sensory experience; it's also about long-term emotional commitment and putting the coffee shops first. These results support brand relationship theory, which says that brand love is a special emotional bond between customers and brands.

The Repurchase Intention indicators (RI1–RI3) also have their strongest loadings on the Repurchase Intention construct. For example, RI1 is more closely related to Repurchase Intention than to Sensory Marketing, Brand Love. While these indicators show moderate links to Brand Love, their main loadings are still on Repurchase Intention. This shows that consumers' intention to come back and buy again is a separate behavioural construct, not a direct reflection of how they feel or think about the brand.

The cross loading results show that each indicator loads highest on its own construct. This means that discriminant validity is strong for all variables. These results show that Sensory Marketing, Brand Love and Repurchase Intention are all different things, which means that the measurement model is good and that more research is needed on the structural model and hypothesis testing.

4.6 Reliability Test

4.6.1 Cronbach's Alpha

Reliability testing was conducted to evaluate the internal consistency of the measurement instruments used in this study. Cronbach's alpha is commonly applied to assess whether indicators within a construct consistently measure the same latent concept. A Cronbach's alpha value of 0.70 or higher is generally considered acceptable, indicating satisfactory reliability, while values above 0.80 reflect good to excellent internal consistency (Hair et al., 2019).

The findings indicate that all constructs within the research model exhibit sufficient to robust reliability. The Sensory Marketing construct has a Cronbach's alpha value of 0.941, which shows that it is very consistent within itself. This outcome indicates that the indicators spanning the five sensory dimensions collectively assess the sensory marketing concept with a high degree of consistency. This high level of reliability backs up the idea that sensory marketing is multidimensional, meaning

that visual, auditory, gustatory, olfactory, and tactile stimuli all work together to shape the consumer experience (Krishna, 2012).

All sensory dimensions also show good reliability at the dimensional level. The visual dimension has a lot of internal consistency, which shows that the indicators for aesthetic appearance and visual atmosphere are all in line with each other. The auditory dimension is very reliable, which means that sound-related indicators always show how people feel about the coffee shops's sound environment. The gustatory dimension also has a high reliability value, which means that taste-related indicators are good at showing how people feel about the taste and quality of a product. The olfactory and tactile dimensions show satisfactory reliability levels, confirming that aroma and physical comfort indicators are consistently accepted by respondents as essential elements of the sensory experience. These results indicate that each sensory dimension functions consistently, both independently and as a fundamental part of the overall sensory marketing framework.

The Brand Love construct has a Cronbach's alpha value of 0.921, which means it is very reliable. This means that measures of passion, self-brand integration, and commitment consistently show how much people care about the coffee shops. At the dimensional level, all aspects of brand love exhibit significant internal consistency. The passion dimension consistently indicates positive emotions and enjoyment, whereas self-brand integration consistently measures the alignment of consumer identity with the brand. The commitment dimension has the highest reliability among the brand love dimensions. This supports the idea that long-term attachment and putting the coffee shops first are important parts of brand love. These results align with brand relationship theory, which highlights emotional depth and relational stability as fundamental attributes of brand love

The results of the reliability test show that all of the constructs and their dimensions meet the recommended reliability standards.

Table 4.14 Cronbach's alpha Result

Variable & Indicator	Cronbach's alpha
Sensory Marketing	0.941

Auditory	0.789
Visual	0.834
Gustatory	0.871
Olfactory	0.788
Tactile	0.810
Brand Love	0.921
Passion	0.812
Self-Brand Integration	0.847
Commitment	0.922
Repurchase Intention	0.850

4.6.2 Composite Reliability Result

Composite reliability evaluates the internal consistency of a construct by analyzing the actual loading values of each indicator. Hair et al. and Ghazali say that a composite reliability value over 0.70 means that a construct is reliably measured by its indicators and that it is consistently reliable. The results from Smart PLS in table 4.16 show that all of the constructs in this study have composite reliability values that are higher than the recommended level. Based on table 4.19, the results show that all constructs have high composite reliability. The Sensory Marketing construct is very reliable, which means that indicators in the auditory, visual, gustatory, olfactory, and tactile dimensions always measure the overall sensory experience. Each sensory dimension exhibits strong reliability, indicating that the indicators within each dimension function cohesively to reflect sensory perceptions.

The Brand Love construct shows high composite reliability, which means that emotional attachment, self-brand integration, and commitment are all being measured consistently. Commitment is the most reliable of the three dimensions, which shows how stable long-term psychological connections with the coffee shops.

Table 4.15 Composite Reliability Result

Variable & Indicator	Composite reliability (rho_c)
Sensory Marketing	0.948
Auditory	0.877
Visual	0.901
Gustatory	0.921
Olfactory	0.876
Tactile	0.887
Brand Love	0.935
Passion	0.889
Self-Brand Integration	0.908
Commitment	0.951
Repurchase Intention	0.909

4.7 Inner Model

The inner model analysis was performed to investigate the structural relationships among the latent variables and to evaluate the explanatory validity of the proposed research model. This analysis examines the path coefficients and the coefficient of determination (R-square) to assess the strength and direction of the relationships among constructs, in addition to the model's capacity to explain the variance in the endogenous variables. It is important to look at the data again after confirming that it is valid and reliable to make sure that the theoretical framework model for the research is correct and suitable for testing the hypothesis. Before starting any hypothesis testing, though, it's important to use the R-Square Diagram and Coefficient Relation to check the theoretical framework model. The picture below shows this.

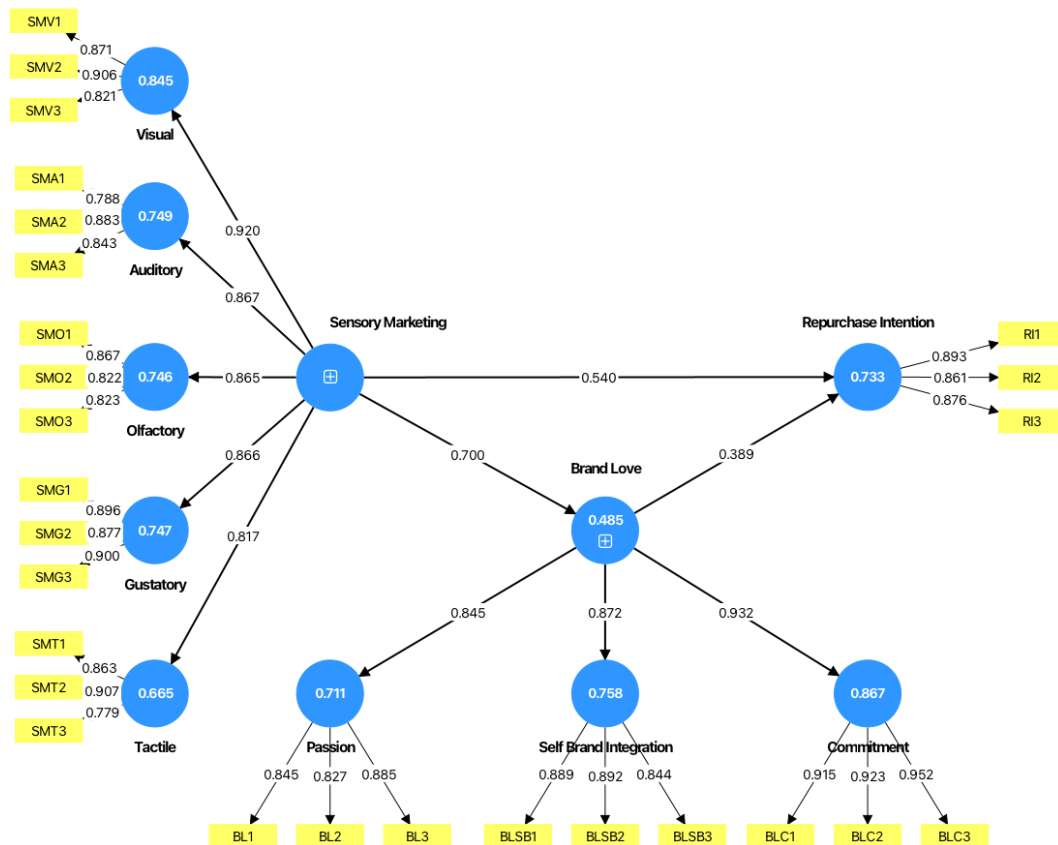


Figure 4.4 Coefficient Relation and R-Square Diagram

The inner model analysis using SmartPLS shows that the research model has a lot of explanatory power. The R^2 value for Repurchase Intention is 0.733, which means that Sensory Marketing, Brand Love, and the interaction effects in the model can explain 73.3% of the changes in consumers' intention to repurchase. The PLS-SEM evaluation criteria indicate that R^2 values of 0.75 are strong, 0.50 are moderate, and 0.25 are weak. Furthermore, a value of 0.733 is in the strong range, which means that the model that was created can make accurate predictions and clearly explains why people buy coffee again at a local coffee shops.

The R^2 value for Brand Love is 0.485, which means that Sensory Marketing explains 48.5% of the differences in how emotionally attached people are to the brand. This number is in the middle range, which means that the coffee shops's sensory experiences could be a significant component of what makes people love the brand. Nevertheless there are probably other things outside of the model that also affect how consumers feel about a brand.

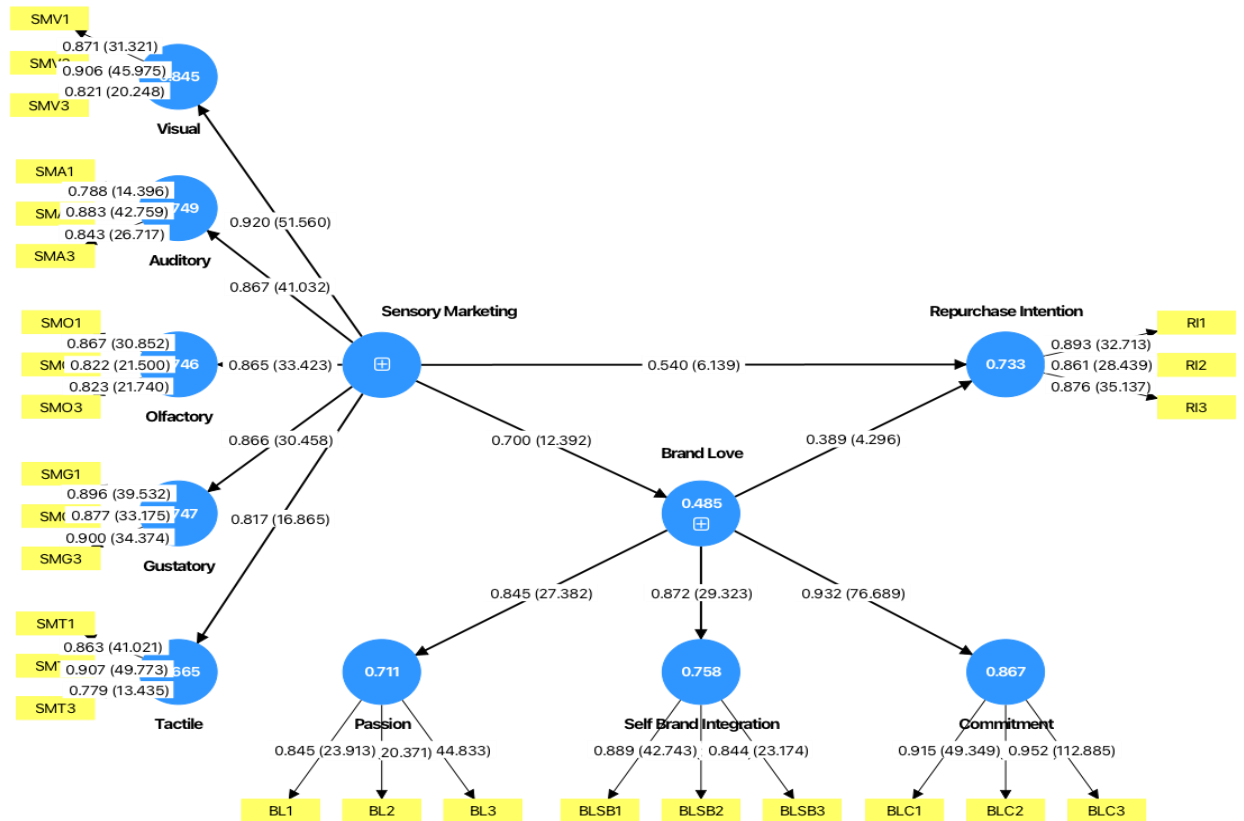


Figure 4.5 Path Coefficient Bootstrapping

Testing the inner model allows for the examination of the relationships among variables to ascertain the degree of influence each construct exerts on the others. To find out how well the model can predict, the evaluation looks at the path coefficients and the coefficient of determination (R^2) (Henseler et al., 2009). After determining the structural relationships, hypothesis testing was performed utilizing the bootstrapping method. The bootstrapping results show the original sample values, t-statistics, and p-values to see if the proposed hypotheses are true.

The R^2 value for Brand Love is 0.485, which means that Sensory Marketing represents 48.5% of the variance in Brand Love. This means that experiences related to the senses play a big role in how people feel about the coffee shops brand. The explanatory power is moderate. The R^2 value for Repurchase Intention is 0.733, which means that Sensory Marketing and Brand Love explain 73.3% of the differences in Repurchase Intention. This shows that the model can accurately predict what consumers will do when they want to buy something again. Sensory Marketing has a positive effect on Brand Love ($\beta = 0.700$), Brand Love has a positive effect on Repurchase Intention ($\beta = 0.389$), and Sensory Marketing

also has a direct effect on Repurchase Intention ($\beta = 0.389$). These results indicate that sensory experiences directly impact repurchase intention and indirectly enhance it via emotional attachment to the brand.

4.7.1 Coefficient of Determination and Predictive Relevance (Q^2) Result

The adjusted R-square (R^2 adjusted) and Q^2 predict values were used to see how well the structural model explained and predicted things. The adjusted R-square shows how much of the variance in endogenous constructs is explained by the exogenous variables. Q^2 predict checks how well the model can predict things. In PLS-SEM, higher R^2 values mean that the model is better at explaining things, and Q^2 values greater than zero show that the model is useful for making predictions (Hair et al., 2019).

Table 4.16 Result of Coefficient of Determination and Predictive Relevance

	R-Square adjusted	Q^2predict
Auditory	0.749	0.746
Visual	0.845	0.847
Gustatory	0.747	0.746
Olfactory	0.746	0.737
Tactile	0.665	0.667
Brand Love	0.485	0.487
Passion	0.711	0.419
Self-Brand Integration	0.758	0.312
Commitment	0.867	0.406
Repurchase Intention	0.733	0.734

The Brand Love construct has an adjusted R-square value of 0.485, which is the same as 48.5%. This means that sensory marketing dimensions represent 48.5% of the differences in brand love. The remaining 51.5% is explained by factors not included in the research model, such as individual preferences, social influences, or situational variables. The components of Brand Love have different levels of explanatory power at the dimensional level. The commitment dimension has the highest adjusted R-square value. This means that sensory marketing is a big

reason why people love and care about the coffee shops. At the same time, passion and self-brand integration also have a lot of power to explain things, but not as much as the other two. These results suggest that sensory experiences exert a more significant influence on relational commitment than on identity integration. The adjusted R-square value for Repurchase Intention is 0.771, which is 77.1%. This means that sensory marketing and brand love are all important factors in why people want to go back to the coffee shops and buy from them again. Other factors that weren't looked at in this study affect the other 22.9%.

This finding confirms that the proposed model has a lot of power to explain how consumers will behave in the future. The blindfolding method was used to find the Q^2 predict values with SmartPLS when it came to predictive relevance. The findings indicate that all endogenous constructs possess Q^2 values exceeding zero. Brand Love has a Q^2 predict value of 0.487, and Repurchase Intention has a Q^2 predict value of 0.734. Hair et al. and Henseler say that Q^2 values above zero show that the model is useful for making predictions and can accurately predict values that have been seen. In general, the adjusted R-square and Q^2 predict results show that the research model has both strong explanatory power and good predictive relevance. These results show that the model is strong and can be used to better understand structural relationships and test hypotheses.

4.7.2 Hypothesis Testing Result

Hypothesis testing in this study was conducted using the bootstrapping procedure in SmartPLS to evaluate the significance of the relationships proposed in the research model. The evaluation utilized path coefficient values, T-statistics, and p-values, establishing a significance threshold of 0.05. When the t-statistic is more than 1.96 and the p-value is less than 0.05, the hypothesis is said to be supported.

4.7.3 Result of The Study

After validating the structural model's predictive capability via R Square and analysis, this study advances to evaluate the five hypotheses established in preceding chapters. Using the bootstrapping method to get Path Coefficients, T-statistics, and P-values, we can figure out how important each relationship is.

Table 4.17 Hypothesis Direct and Indirect

Hypothesis	Original sample (O)	T-Stat	P-Value	Result
H1: Sensory marketing significantly and positively influences brand love among local coffee shops consumers in Tebet, Jakarta.	0.700	12.392	0.000	Accepted
H2: Brand love positively influences repurchase intention among local coffee shops consumers in Tebet, Jakarta	0.389	4.296	0.000	Accepted
H3: Sensory marketing directly influences repurchase intention among local coffee shops consumers in Tebet, Jakarta, beyond its indirect emotional influence.	0.813	18.116	0.000	Accepted
H4: Brand love mediates the relationship between sensory marketing and repurchase intention among coffee consumers in Tebet, Jakarta.	0.273	4.336	0.000	Accepted

The findings of this study's hypothesis testing can be further explained as follows, based on Table 4.18 in the preceding section:

1. H1: Sensory Marketing Direct Effect Brand Love

The first hypothesis proposes that sensory marketing has a significant and positive effect on brand love among local coffee shops consumers in Tebet, Jakarta. Based on the bootstrapping results, the path coefficient is 0.700, with a T-statistic of 12.392 and a P-value of 0.000. Since the P-value is below the 0.05 significance level and the T-statistic

exceeds 1.96, H1 is accepted. This finding indicates that sensory marketing has a strong and positive influence on brand love. In practical terms, sensory elements such as visual design, music, aroma, taste, and tactile experience significantly contribute to building consumers' emotional attachment to the coffee shops brand. The result supports the theoretical perspective that sensory stimuli can shape affective responses, where positive sensory experiences strengthen consumers' emotional bonds with the brand.

2. H2: Brand Love Direct Effect Repurchase Intention

The second hypothesis proposes that brand love has a significant and positive effect on repurchase intention among local coffee shops consumers in Tebet, Jakarta. Based on the bootstrapping results, the path coefficient is 0.389, with a T-statistic of 4.296 and a P-value of 0.000. Since the P-value is below 0.05 and the T-statistic is greater than 1.96, H2 is accepted. This result indicates that brand love positively influences consumers' intention to repurchase. In other words, the stronger the emotional attachment consumers have toward the coffee shops brand, the higher their likelihood of returning and making repeat purchases. The finding highlights the importance of emotional bonding as a driver of behavioural intention, suggesting that affective commitment plays a meaningful role in encouraging customer loyalty.

3. H3: Sensory Marketing Direct Effect Repurchase Intention

The third hypothesis proposes that sensory marketing has a significant and positive direct effect on repurchase intention among local coffee shops consumers in Tebet, Jakarta. Based on the bootstrapping results, the path coefficient is 0.813, with a T-statistic of 18.116 and a P-value of 0.000. Since the P-value is below 0.05 and the T-statistic exceeds 1.96, H3 is accepted. This finding indicates that sensory marketing directly and strongly influences consumers' intention to repurchase. It suggests that well-designed sensory experiences such as appealing store visuals, pleasant music, inviting aroma, satisfying taste, and comfortable tactile elements can directly encourage customers to revisit and repurchase, even beyond emotional attachment. The magnitude of the coefficient also shows that

sensory marketing is a dominant factor in shaping repurchase intention in the coffee shops context.

4. H4: Mediation Effect of Brand Love

The fourth hypothesis proposes that brand love mediates the relationship between sensory marketing and repurchase intention among local coffee shops consumers in Tebet, Jakarta. Based on the bootstrapping results of the specific indirect effect, the path coefficient is 0.273, with a T-statistic of 4.336 and a P-value of 0.000. Since the P-value is below 0.05 and the T-statistic is greater than 1.96, H4 is accepted. This result indicates that brand love significantly mediates the relationship between sensory marketing and repurchase intention. In other words, sensory marketing not only directly influences consumers' intention to repurchase but also indirectly strengthens it by enhancing emotional attachment to the brand. Because both the direct effect (**Sensory Marketing → Repurchase Intention**) and the indirect effect (**Sensory Marketing → Brand Love → Repurchase Intention**) are significant, the mediation is categorized as partial mediation. These findings suggest that emotional attachment plays an important role in reinforcing the impact of sensory experiences on consumer repurchase behaviour in the coffee shops context.

Overall, these findings indicate that sensory marketing strategies are highly effective in shaping both emotional attachment and behavioural intention, reinforcing the importance of multisensory experiences in the competitive coffee shops industry.

CHAPTER 5

CONCLUSION AND RECOMMENDATION

5.1 Conclusion

This study was conducted to examine the impact of sensory marketing on repurchase intention among consumers of local Independent Coffee Shops in Tebet, Jakarta, with brand love acting as a mediating variable. Using Partial Least Square Structural Equation Modelling (PLS-SEM), this research provides empirical evidence concerning the relationships among the proposed constructs.

1. The Role of Multisensory Stimuli in Building Brand Love

The findings indicate that sensory marketing has significant effects on brand love. When coffee shops use visual design, music, smell, taste, and physical comfort to create a strong sensory experience, customers are more likely to feel emotionally connected to the brand. Visual and atmospheric elements seem to be the most important when it comes to shaping first impressions and emotional responses. This suggests that consumers do not only evaluate coffee shops based on product quality, but also on how the environment makes them feel.

2. Emotional Attachment as a Driver of Repurchase Behaviour

Furthermore, brand love is proven to significantly influence repurchase intention. Consumers who feel emotionally connected to a brand tend to revisit and make repeat purchases. Emotional attachment creates a sense of closeness, identification, and commitment, which goes beyond simple satisfaction. In other words, customers return not only because the coffee tastes good, but because they feel personally connected to the place and what it represents.

3. Experiential Marketing Effects on Behavioural Intentions

The findings also reveal that sensory marketing directly influences repurchase intention. This indicates that a well-designed sensory experience can immediately encourage customers to return, even without consciously considering their emotional attachment. However the effect becomes stronger when sensory marketing successfully makes people love the brand.

4. Emotional Bonding as a Partial Mediation Mechanism

The mediation analysis shows that brand love is a partial mediator between sensory marketing and the desire to repurchase intention. This means that sensory experiences not only change how people act, but also strengthen it through emotional bonding.

Overall, This study's main finding is that sensory marketing is not just a supporting strategy for local coffee shops in Tebet, it is also a key competitive tool. Businesses that can transform sensory experiences into emotional connections are more likely to keep customers loyalty.

5.2 Recommendation

5.2.1 Theoretical Implications

This study explains the functioning of experiential marketing within the Stimulus–Organism–Response framework, especially in the context of local coffee shops. The results validate that sensory marketing serves as the stimulus influencing consumers' internal emotional state, however brand love signifies the organismic response that converts experience into behavioural intention. Furthermore, repurchase intention isn't just caused by seeing sensory cues, it's also caused by the emotional meaning that consumers give those cues.

The placement of brand love as a mediating mechanism reinforces the argument that emotional attachment is not a merely outcome of marketing efforts, but a fundamental psychological process that transforms experiential value into enduring loyalty. The identified partial mediating effect in this study indicates that sensory marketing affects repurchase intention both directly and indirectly through emotional bonding. This means that experiential strategies change behaviour not just by changing how people see things right away, but also by changing how they feel about things more deeply.

Furthermore, the moderating role of brand trust extends the S-O-R framework by demonstrating that emotional attachment becomes more behaviourally powerful when supported by credibility and reliability perceptions. Emotional connection alone is insufficient if not reinforced by trust. This study theoretically contributes by connecting affective and cognitive mechanisms into a

more comprehensive structure for understanding consumer loyalty in experiential service contexts.

5.2.2 Practical Implications

This study's managerial implications suggest that sensory marketing should not be used as a decorative enhancement, but rather as a strategic investment to boost emotional engagement and keep customers for a long time.

1. Prioritizing Visual and Atmospheric Excellence

The findings suggest that sensory experience significantly impacts emotional attachment. Thus management should make visual coherence and atmospheric quality strategic assets. Interior design, lighting composition, spatial layout, and visual brand identity must reflect a consistent and recognizable character. A visually unique setting enhances emotional connection and reinforces memory association, thereby facilitating repeat visits.

2. Building Multisensory Consistency

Since emotional attachment is constructed through integrated perception, coffee shops operators must ensure consistency across all sensory touchpoints. The music should match the brand's position, the aroma should make people feel comfortable and at home, the taste should be the same every time, and the furniture and layout should make people feel comfortable so they stay longer. Fragmented sensory execution may lessen the emotional impact and make attachment weaker.

3. Developing an Emotional Branding Strategy

The findings demonstrate that brand love significantly drives repurchase intention. Consequently, managers should move beyond functional differentiation and actively cultivate emotional meaning. This can be achieved through brand storytelling, community-based events, personalized service interaction, and symbolic brand communication that allows customers to feel identified with the brand. Emotional branding transforms transactional consumption into relational engagement.

4. Focusing on Long-Term Emotional Retention

Short-term promotional incentives may generate temporary traffic, but they do not necessarily build attachment. The empirical findings indicate that emotional connections are more significant predictors of repurchase intention than situational incentives. Therefore, business strategy should shift from price-driven competition toward experience-driven retention. Investments in atmosphere, service warmth, and brand authenticity are more sustainable drivers of loyalty.

5.3 Limitations

This study offers valuable insights into the relationship among sensory marketing, brand love however, several limitations must be recognized to contextualize the findings appropriately.

1. Geographic Constraint

This research was exclusively executed in the Tebet district of South Jakarta, concentrating on local independent coffee establishments. As a result, the findings may indicate particular local consumer behaviours and may not be entirely applicable to other urban areas or distinct coffee shops segments, such as large international franchises.

2. Limited Moderating Variables

This study focused exclusively on Brand Love as a mediating variable. Other external factors that could affect repurchase intention such as price sensitivity, the costs of switching or the presence of competitors.

3. Self-Report Bias and Subjectivity

Even though the data was collected offline so that people could see the coffee shops for themselves, the study still depends on self-reported perceptions. This allows up the possibility of subjective bias because people might give answers that are influenced by their surroundings or what they think is socially acceptable. Additionally, variations in sensory sensitivity indicate that the interpretation of sensory stimuli is inherently subjective and cannot be fully standardized across the entire sample.

5.4 Suggestions for Future Research

Future research is encouraged to broaden the contextual scope by comparing multiple districts or cities to examine whether sensory-emotional mechanisms differ across market environments. Comparing Independent Coffee Shops to franchise brands may also show differences in how emotions are formed. Furthermore, integrating complementary constructs such as experiential value, customer satisfaction, brand personality, or community engagement could enhance the model's explanatory capacity and give a more comprehensive understanding of loyalty development.

Using a longitudinal approach would be very helpful for seeing how brand love grows and stays stable over time. Following customers over several visits could give you a better idea of whether emotional attachment grows, shrinks, or changes with more exposure. Finally, future studies may explore digital sensory extensions, such as social media atmosphere and online brand interaction, to examine how offline and online experiences jointly influence emotional attachment and repurchase intention.

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APPENDIX

SmartPLS Data:

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
Auditory	0.789	0.793	0.877	0.704
Brand Love	0.921	0.927	0.935	0.617
Commitment	0.922	0.923	0.951	0.865
Gustatory	0.871	0.872	0.921	0.794
Odactory	0.788	0.792	0.876	0.702
Passion	0.812	0.819	0.889	0.727
Repurchase Intention	0.850	0.852	0.909	0.769
Self Brand Integration	0.847	0.853	0.908	0.766
Sensory Marketing	0.941	0.944	0.948	0.553
Tactile	0.810	0.829	0.887	0.725
Visual	0.834	0.841	0.901	0.751

Construct Reliability and Validity

	Auditory	Brand Love	Commitment	Gustatory	Odactory	Passion	Repurchase Intenti...	Self Brand Integration	Sensory Marketing	Tactile	Visual
Auditory	0.839										
Brand Love	0.663	0.785									
Commitment	0.621	0.932	0.930								
Gustatory	0.666	0.619	0.557	0.891							
Odactory	0.690	0.650	0.617	0.689	0.838						
Passion	0.562	0.845	0.689	0.645	0.578	0.853					
Repurchase Intention	0.699	0.768	0.731	0.781	0.702	0.714	0.877				
Self Brand Integration	0.572	0.872	0.745	0.443	0.524	0.578	0.584	0.875			
Sensory Marketing	0.867	0.700	0.640	0.866	0.865	0.652	0.813	0.564	0.564		
Tactile	0.609	0.491	0.433	0.625	0.646	0.428	0.633	0.446	0.446	0.446	
Visual	0.797	0.606	0.544	0.745	0.737	0.597	0.701	0.468	0.468	0.468	0.468

Discriminant Validity

SmartPLS 4 interface showing the R-square - Overview section. The left sidebar lists the PLS-SEM algorithm steps, with 'R-square' selected under 'Quality criteria'. The main table displays R-square and R-square adjusted values for various constructs.

	R-square	R-square adjusted
Auditory	0.752	0.749
Brand Love	0.490	0.485
Commitment	0.868	0.867
Gustatory	0.750	0.747
Olfactory	0.749	0.746
Passion	0.714	0.711
Repurchase Intention	0.738	0.733
Self Brand Integration	0.760	0.758
Tactile	0.668	0.665
Visual	0.847	0.845

R Square & R Square Adj

SmartPLS 4 interface showing the Path coefficients - Matrix section. The left sidebar lists the PLS-SEM algorithm steps, with 'Path coefficients' selected under 'Final results'. The main table displays the path coefficients matrix for the model.

	Auditory	Brand Love	Commitment	Gustatory	Olfactory	Passion	Repurchase Intention	Self Brand Integration
Auditory								
Brand Love			0.932			0.845	0.389	0.872
Commitment								
Gustatory								
Olfactory								
Passion								
Repurchase Intention								
Self Brand Integration								
Sensory Marketing	0.867	0.700		0.866	0.865		0.540	
Tactile								
Visual								

Path Coefficients

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SmartPLS Export Themes

Edit Save Excel HTML Create data file Compare

PLS-SEM algorithm Outer loadings - Matrix [Copy to Excel/Word](#) [Copy to R](#)

	Auditory	Brand Love	Brand Trust	Commitment	Gustatory	Olfactory	Passion	Repurchase Intention	Self Brand Integration
BL1		0.705							
BL1							0.845		
BL2							0.827		
BL2		0.665							
BL3		0.784							
BL3							0.885		
BLC1		0.845							
BLC1				0.915					
BLC2				0.923					
BLC2		0.855							
BLC3				0.952					
BLC3		0.899							
BLSB1		0.824							0.8
BLSB1									
BLSB2		0.754							0.8
BLSB2									
BLSB3		0.705							0.8
BLSB3									
BT1			0.882						
BT2			0.863						
BT3			0.902						

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Outer Loadings

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SmartPLS Export Themes

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PLS-SEM algorithm Path coefficients - Matrix [Copy to Excel/Word](#) [Copy to R](#)

	Auditory	Brand Love	Brand Trust	Commitment	Gustatory	Olfactory	Passion	Repurchase Intention	Self Brand Integration
Auditory									
Brand Love				0.932			0.845	0.207	0.87
Brand Trust								0.299	
Commitment									
Gustatory									
Olfactory									
Passion									
Repurchase Intention									
Self Brand Integration									
Sensory Marketing	0.867	0.700			0.866	0.865		0.444	
Tactile									
Visual									
Brand Trust x Brand Love								-0.084	

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Path Coefficient Matrix

Path coefficients - Mean, STDEV, T values, p values							Copy to Excel/Word	Copy to R
	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O /STDEV)	P values			
Brand Love -> Commitment	0.932	0.933	0.012	76.690	0.000			
Brand Love -> Passion	0.845	0.844	0.031	27.385	0.000			
Brand Love -> Repurchase Intent...	0.207	0.200	0.091	2.268	0.012			
Brand Love -> Self Brand Integra...	0.872	0.872	0.030	29.321	0.000			
Brand Trust -> Repurchase Inten...	0.299	0.306	0.103	2.896	0.002			
Brand Trust x Brand Love -> Rep...	-0.084	-0.081	0.049	1.709	0.044			
Sensory Marketing -> Auditory	0.867	0.869	0.021	41.040	0.000			
Sensory Marketing -> Brand Love	0.700	0.701	0.056	12.392	0.000			
Sensory Marketing -> Gustatory	0.866	0.867	0.028	30.463	0.000			
Sensory Marketing -> Olfactory	0.865	0.868	0.026	33.422	0.000			
Sensory Marketing -> Repurchas...	0.444	0.444	0.102	4.363	0.000			
Sensory Marketing -> Tactile	0.817	0.817	0.048	16.865	0.000			
Sensory Marketing -> Visual	0.920	0.921	0.018	51.565	0.000			

Path Coefficient Mean, STDEV,T Value ,p value

PLSpredict LV summary - PLS-SEM					Copy to Excel/Word	Copy to R
	Q ² predict	RMSE	MAE			
Auditory	0.746	0.516	0.413			
Brand Love	0.487	0.734	0.563			
Commitment	0.406	0.789	0.626			
Gustatory	0.746	0.518	0.384			
Olfactory	0.737	0.527	0.379			
Passion	0.419	0.782	0.648			
Repurchase intention	0.734	0.532	0.401			
Self Brand Integration	0.312	0.850	0.661			
Tactile	0.667	0.592	0.424			
Visual	0.847	0.403	0.281			

Q Square

APPENDIX 2: Questionnaire

Kuesioner Penelitian Pengaruh *Sensory Marketing* dan *Brand Love* terhadap *Repurchase Intention* pada Konsumen Kedai Kopi Lokal Independen di Tebet, Jakarta Selatan"

Yth. Responden,

Perkenalkan, saya **Keri Yanto**, mahasiswa IPMI International Business School. Saya sedang melakukan penelitian thesis berjudul:

"Pengaruh *Sensory Marketing* dan *Brand Love* terhadap *Repurchase Intention* pada Konsumen Kedai Kopi Lokal Independen di Tebet, Jakarta Selatan"

Penelitian ini bertujuan memahami bagaimana elemen pemasaran sensori memengaruhi perilaku konsumen pada **kedai kopi lokal independen**, yaitu kedai kopi yang **tidak berafiliasi dengan jaringan global** (seperti Starbucks atau Coffee Bean) maupun **jaringan nasional** (seperti Kopi Kenangan, Janji Jiwa, Fore, Tomoro, Excelso).

Fokus penelitian berada pada coffee shops **independen/artisan** yang berdiri mandiri, tidak berada dalam jaringan besar, dan beroperasi di kawasan Tebet sebuah wilayah urban dengan tingkat persaingan kedai kopi yang sangat tinggi di Jakarta. Penelitian ini berada di bawah bimbingan **Dr. Liza Agustina Maureen Nelloh, SE., MM., CDM.**

Dengan berpartisipasi, Anda turut berkontribusi pada pengembangan layanan dan inovasi coffee shops lokal independen agar mampu bersaing dengan jaringan global dan nasional yang memiliki pendanaan serta sistem operasional lebih besar.

Namun demikian, terdapat risiko kecil berupa **kelelahan mata** atau **ketidaknyamanan** karena harus menatap layar selama 5–7 menit. Jika Anda merasa tidak nyaman, Anda **berhak untuk berhenti kapan saja**.

Dalam pengisian kuesioner ini, **tidak ada jawaban benar atau salah**. Mohon kesediaan Anda menjawab dengan **jujur sesuai pengalaman**.

Seluruh data bersifat **anonim**, dijaga kerahasiaannya, dan digunakan hanya untuk keperluan akademik. Data hanya dapat diakses oleh peneliti, dosen pembimbing, dan dosen penguji.

Terima kasih atas partisipasi dan waktu Anda.

Hormat saya,

Keri Yanto

Section I : Petunjuk Pengisian dan Persetujuan

Bagian pertama ini berisi petunjuk pengisian kuesioner dan persetujuan sebagai responden

Petunjuk Pengisian

Kuisioner ini bertujuan untuk mengetahui pengaruh Sensory Marketing terhadap Niat Pembelian Ulang dengan Brand Love sebagai variabel mediasi pada konsumen coffee shops lokal Independen di Tebet. Tidak ada jawaban benar atau salah.

Silakan beri tanda (✓) sesuai dengan tingkat persetujuan Anda terhadap setiap pernyataan berikut:

Skala Keterangan

- 1. Sangat Tidak Setuju**
- 2. Tidak Setuju**
- 3. Netral**
- 4. Setuju**
- 5. Sangat Setuju**

Setelah memahami cara pengisian Kuesioner ini , Anda dapat memilih "**Saya bersedia**", dan mengetahui dan menyetujui hal-hal di bawah ini:

- 1. Saya telah membaca keseluruhan informasi yang dipaparkan.**
- 2. Saya bersedia berpartisipasi dalam penelitian dengan mengisi kuesioner pada *form* ini.**
- 3. Saya memahami bahwa data yang saya berikan akan dijaga kerahasiaannya dan hanya akan digunakan untuk kepentingan penelitian skripsi.**

1. Apakah Anda bersedia untuk mengisi kuesioner ini?

☐ Saya Bersedia

☐ Saya Tidak Bersedia

Section II : Profile Responden

Bagian ini berisi Lima pertanyaan yang bertujuan untuk mengkonfirmasi kecocokan karakteristik diri Anda sebagai partisipan penelitian. Silakan jawab kelima pertanyaan tersebut sesuai dengan keadaan Anda saat ini yang sebenarnya.

2. Jenis Kelamin Anda ?

☐ Pria

☐ Wanita

3. Berapakah usia Anda saat ini ?

☐ < 18 Tahun (Tidak memenuhi Syarat & Diskualifikasi)

☐ 18-25 Tahun

☐ 26 - 35 Tahun

☐ 36 - 45 Tahun

☐ 46 - 50 Tahun

4. Apakah Anda pernah beberapa kali mengunjungi coffee shops Lokal Independen di daerah Tebet berdasarkan yang ada di daftar ini atau lainnya dalam 1 bulan terakhir ?

☐ Kopi Domu

☐ Kopi Nako

☐ Kopi Kotak

☐ Relung Kopi

☐ Kafe Jati

☐ Orka Coffee

☐ Muyen Coffee and Roastery Tebet

☐ Other:

5. Pekerjaan Anda saat ini ?*

- ☐ Mahasiswa
- ☐ Pegawai / Karyawan
- ☐ Wiraswasta
- ☐ Profesional
- ☐ Other:

6. Berapa sering atau frekuensi kunjungan Anda ke Coffee shops dalam 1 bulan terakhir?*

- ☐ 1 Kali Per Minggu
- ☐ > 2 Kali Per Minggu
- ☐ > 2 Kali Per Bulan
- ☐ < 1 Per Bulan

Section III : Sensory Marketing (Pengalaman Sensorik di Coffee shops)

Bagian ini menanyakan pengalaman Anda terhadap **suasana** dan **elemen sensorik** di coffee shops yang Anda pilih, seperti **aroma, musik, desain interior, dan rasa minuman**. Silakan jawab sesuai pengalaman nyata Anda selama berkunjung ke coffee shops tersebut.

1. Berikan penilaian Anda terkait kedekatan emosional dengan coffee shops yang Anda pilih.

A. PEMASARAN SENSORIK (<i>Sensorics Marketing</i>)						
(Diadaptasi dari Krishna, 2012; Wiedmann et al., 2022)						
I. Dimensi Visual (Penglihatan)						
Kode	Pernyataan	Skala (1–5)				
		1	2	3	4	5
SMV1	Desain interior coffee shops ini menarik secara visual.					
SMV2	Warna dan pencahayaan di coffee shops ini menciptakan suasana yang nyaman.					

SMV3	Tampilan produk dan tata letak meja kursi tertata dengan estetis.					
II. Dimensi Auditory (Pendengaran)						
Kode	Pernyataan	Skala (1–5)				
		1	2	3	4	5
SMA1	Musik yang diputar di coffee shops ini sesuai dengan suasana yang saya harapkan					
SMA2	Volume musik di coffee shops ini nyaman di telinga					
SMA3	Suara lingkungan di coffee shops (alat seduh, percakapan, dll.) menambah kenyamanan suasana					
III. Dimensi Olfactory (Penciuman)						
Kode	Pernyataan	Skala (1–5)				
		1	2	3	4	5
SMO1	Aroma kopi di coffee shops ini membuat saya merasa rileks					
SMO2	Wangi kopi di tempat ini menggugah selera saya untuk memesan minuman.					
SMO3	Kebersihan udara di arethese coffee shops ini terjaga baik.					
IV. Dimensi Tactile (Sentuhan)						
Kode	Pernyataan	Skala (1–5)				
		1	2	3	4	5
SMT1	Kursi dan meja di coffee shops ini terasa nyaman digunakan.					
SMT2	Suhu ruangan coffee shops ini terasa nyaman bagi saya.					
SMT3	Peralatan (gelas, cangkir, dll.) memiliki tekstur yang menyenangkan saat digunakan					
V. Dimensi Gustatory (Pengecapan)						

Kode	Pernyataan	Skala (1–5)				
		1	2	3	4	5
SMG1	Rasa kopi di coffee shops ini selalu konsisten dan nikmat.					
SMG2	Varian rasa minuman dan makanan di coffee shops ini memuaskan					
SMG3	Setelah mencicipi produk di sini, saya merasa puas dengan cita rasanya					

Section IV: Brand Love (Kedekatan Emosional dengan Coffee shops)

Bagian ini mengukur seberapa besar **kedekatan emosional** atau **rasa suka** Anda terhadap coffee shops yang Anda pilih. Tidak ada jawaban benar atau salah. Jawablah sesuai perasaan Anda.

1. Berikan penilaian Anda terkait kedekatan emosional dengan coffee shops yang Anda pilih.

B. BRAND LOVE (Kecintaan terhadap Merek)						
(Carroll & Ahuvia, 2006; Bae & Kim, 2023)						
I. Dimensi Passion for the Brand (Gairah terhadap Merek)						
Kode	Pernyataan	Skala (1–5)				
		1	2	3	4	5
BL1	Saya merasa bersemangat setiap kali mengunjungi coffee shops ini.					
BL2	Saya memiliki perasaan yang kuat terhadap coffee shops ini					
BL3	Saya menikmati setiap pengalaman yang saya dapatkan di coffee shops ini					
II. Dimensi Self-Brand Integration (Keterikatan Diri dengan Merek)						
Kode	Pernyataan	Skala (1–5)				
		1	2	3	4	5

BL4	Coffee shops ini mencerminkan gaya hidup saya					
BL5	Saya merasthese coffee shops ini bagian dari identitas diri saya					
BL6	Saya merasa memiliki hubungan pribadi dengan coffee shops ini					
III. Dimensi Commitment (Komitmen)						
Kode	Pernyataan	Skala (1–5)				
		1	2	3	4	5
BL7	Saya berkomitmen untuk terus mengunjungi coffee shops ini					
BL8	Saya akan tetap setia padthese coffee shops ini meskipun ada banyak pilihan lain					
BL9	Saya berencana untuk terus menjadi pelanggan coffee shops ini dalam jangka panjang.					

Section V: Repurchase Intention (Niat Berkunjung Kembali)

Bagian ini menanyakan apakah Anda **berencana kembali** atau **tetap memilih** serta **merekomendasikan** coffee shops tersebut di masa depan.

1. Berikan penilaian mengenai niat Anda untuk kembali mengunjungi coffee shops tersebut.

C. REPURCHASE INTENTION (Niat Pembelian Ulang)						
(Zeithaml et al., 1996; Iglesias et al., 2023)						
Kode	Pernyataan	Skala (1–5)				
		1	2	3	4	5
RI1	Saya berniat untuk membeli kembali produk di coffee shops ini					
RI2	Saya akan merekomendasikan coffee shops ini kepada teman atau keluarga.					
RI3	Coffee shops ini akan menjadi pilihan utama saya dibanding yang lain.					

Section VI: Penutup

Terima kasih atas waktu dan partisipasi Anda dalam mengisi kuesioner ini.

Seluruh jawaban yang Anda berikan bersifat **anonim**, dijaga kerahasiaannya, dan digunakan hanya untuk kepentingan penelitian akademik.

Silakan klik **Kirim/Submit** untuk menyelesaikan pengisian.